

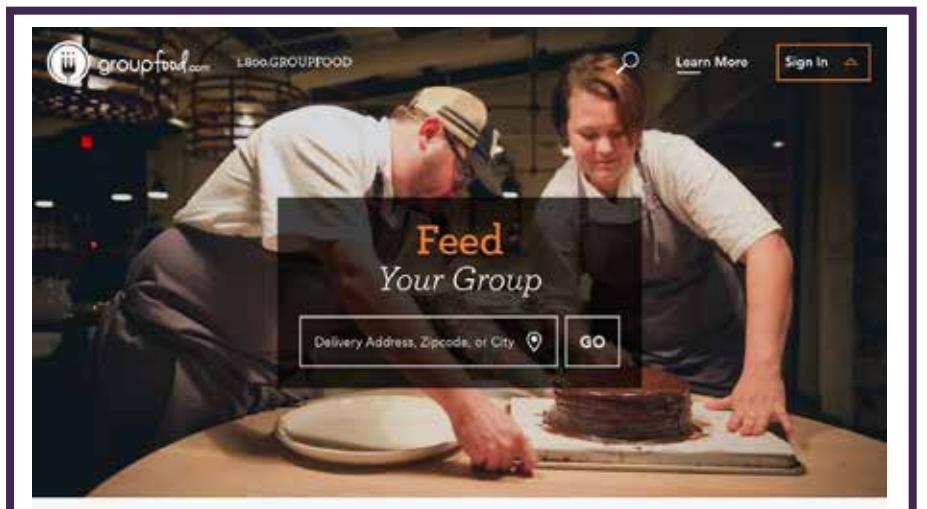
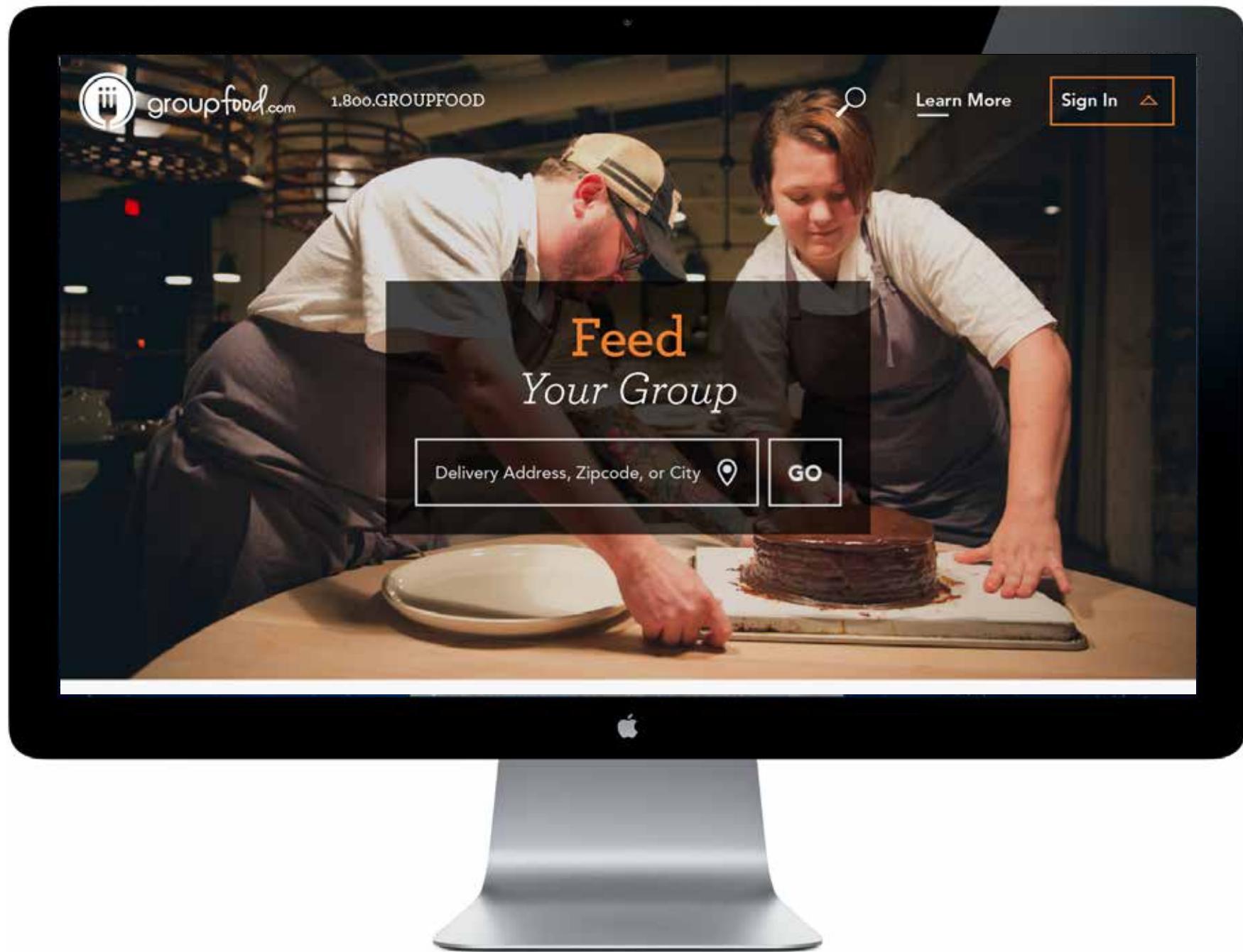
GROUPFOOD DESKTOP WEBSITE LAYOUT

SEPTEMBER 10, 2014

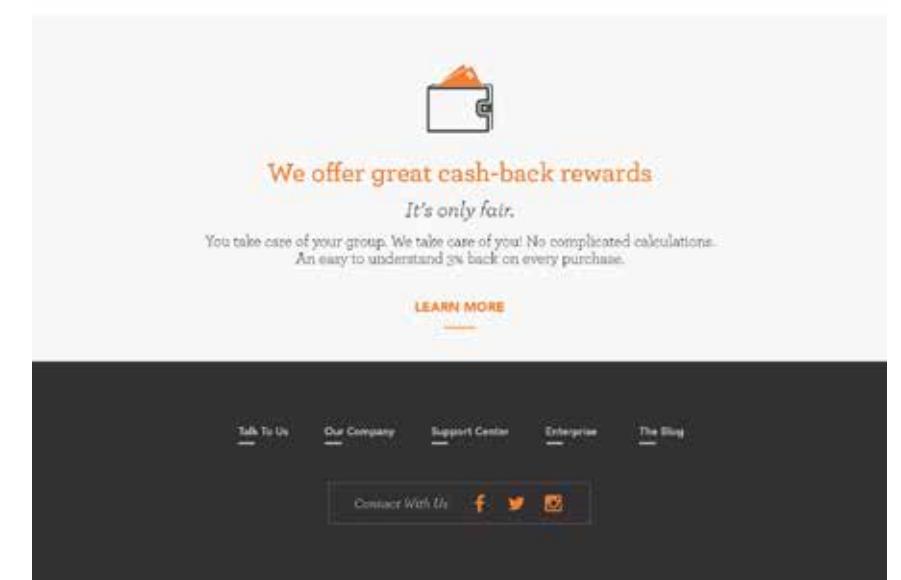


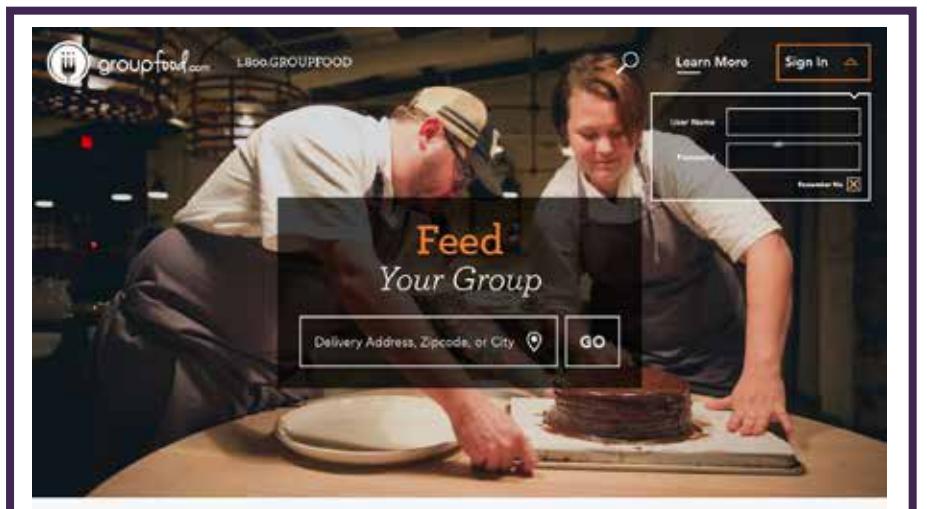
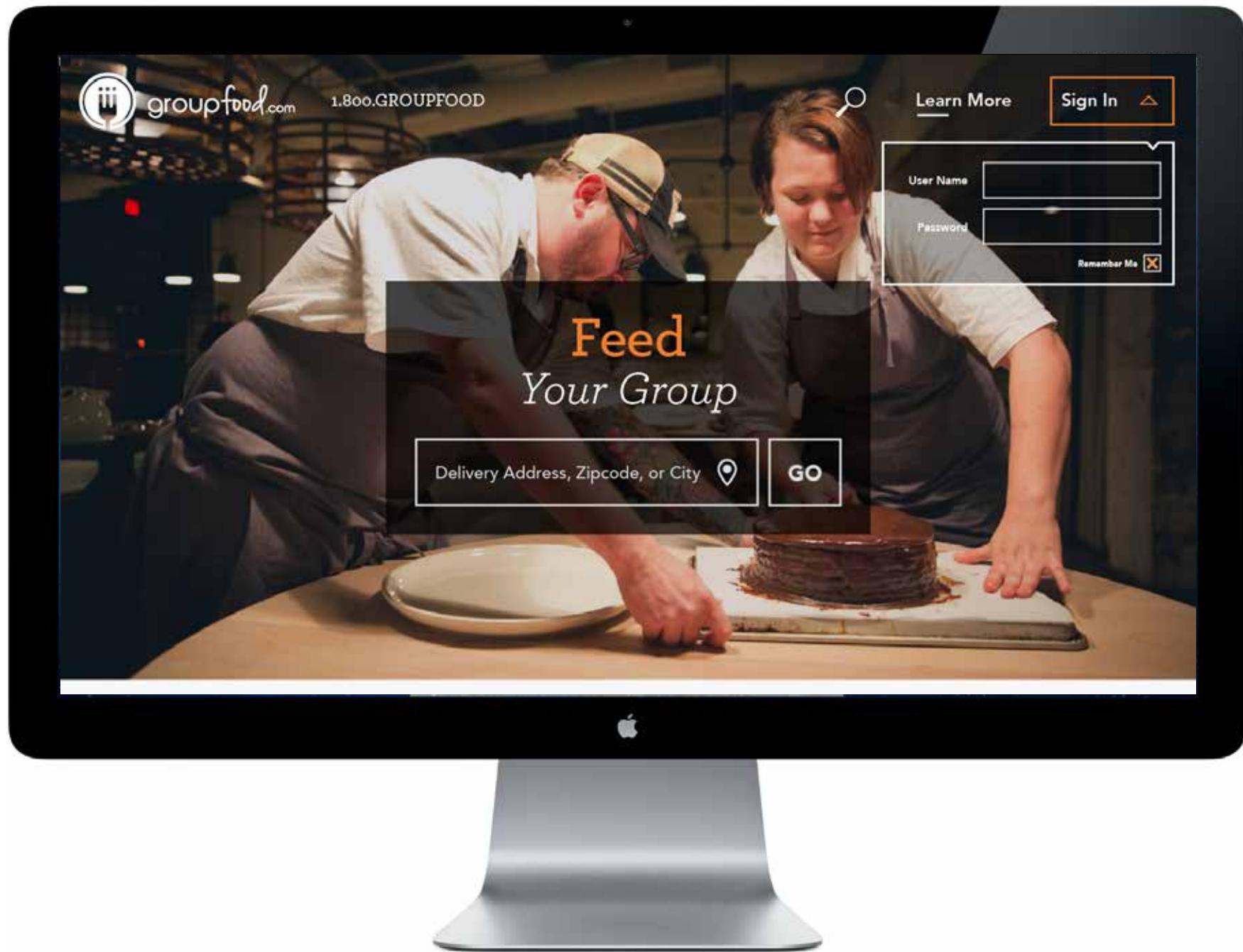
Home Page





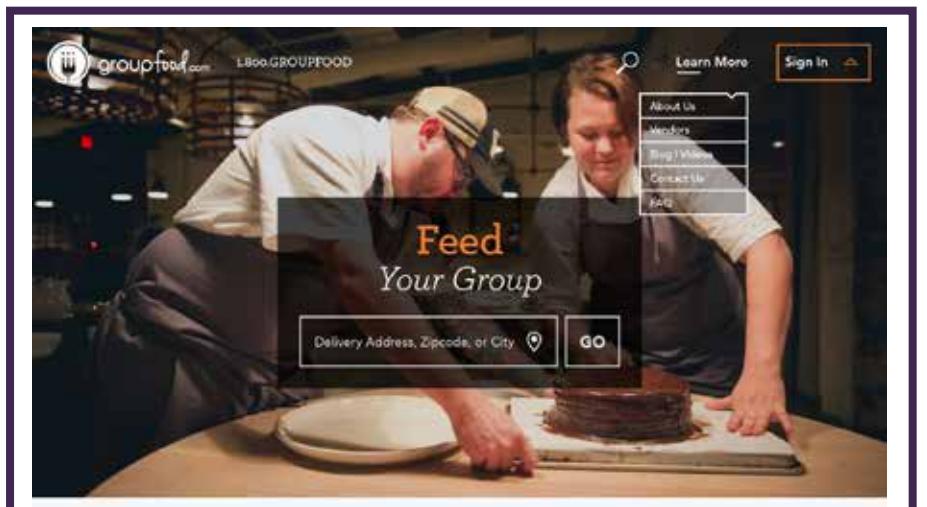
GroupFood.com makes it easy to feed your group with our online catering marketplace. Quickly search and compare great local restaurants and caterers for delivery or pick-up. Save menus and receipts, and earn rewards on every order. Enjoy the same prices as ordering direct!



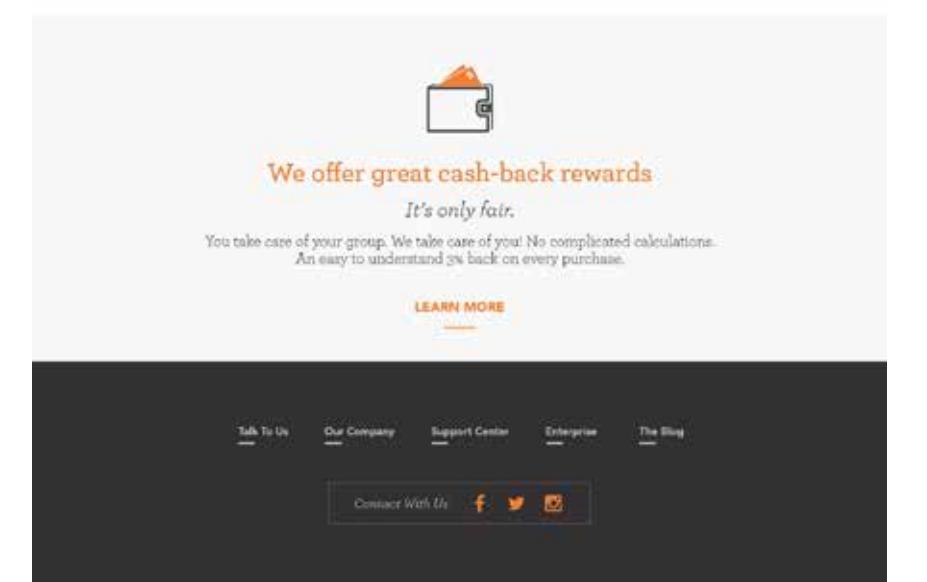


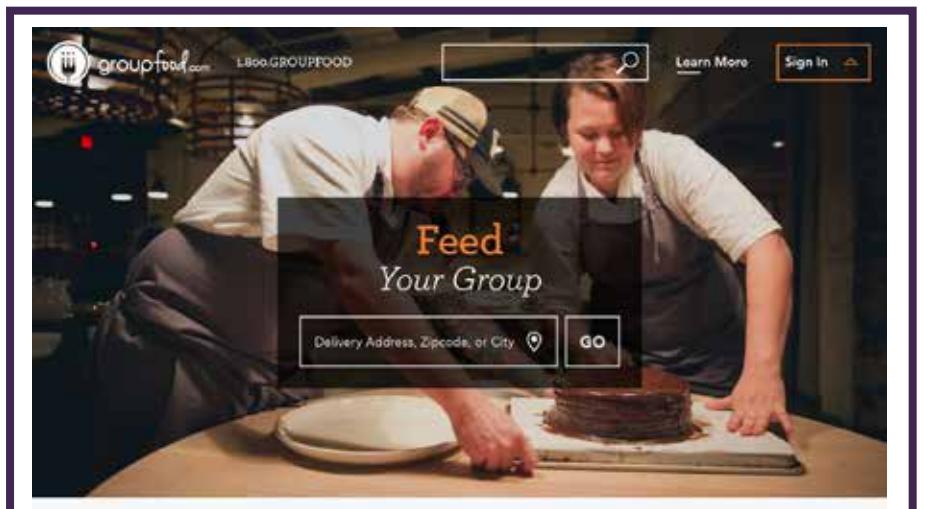
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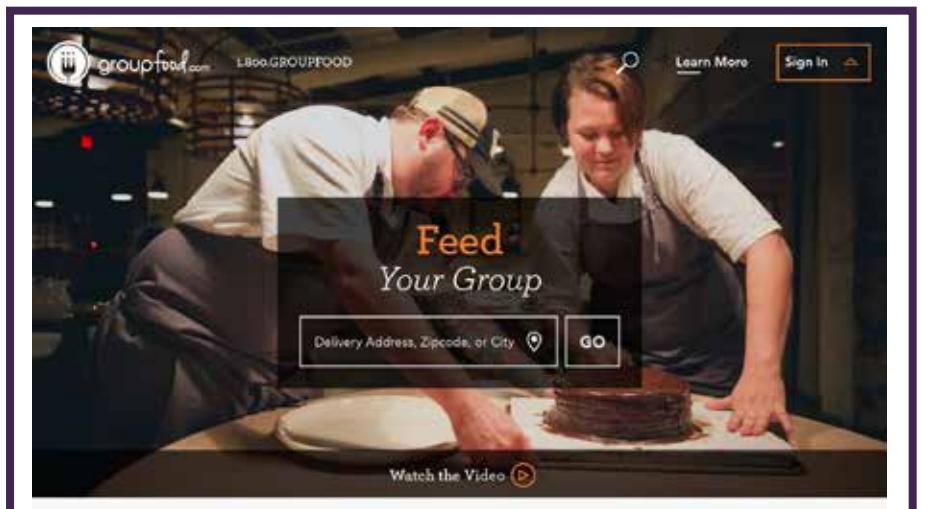
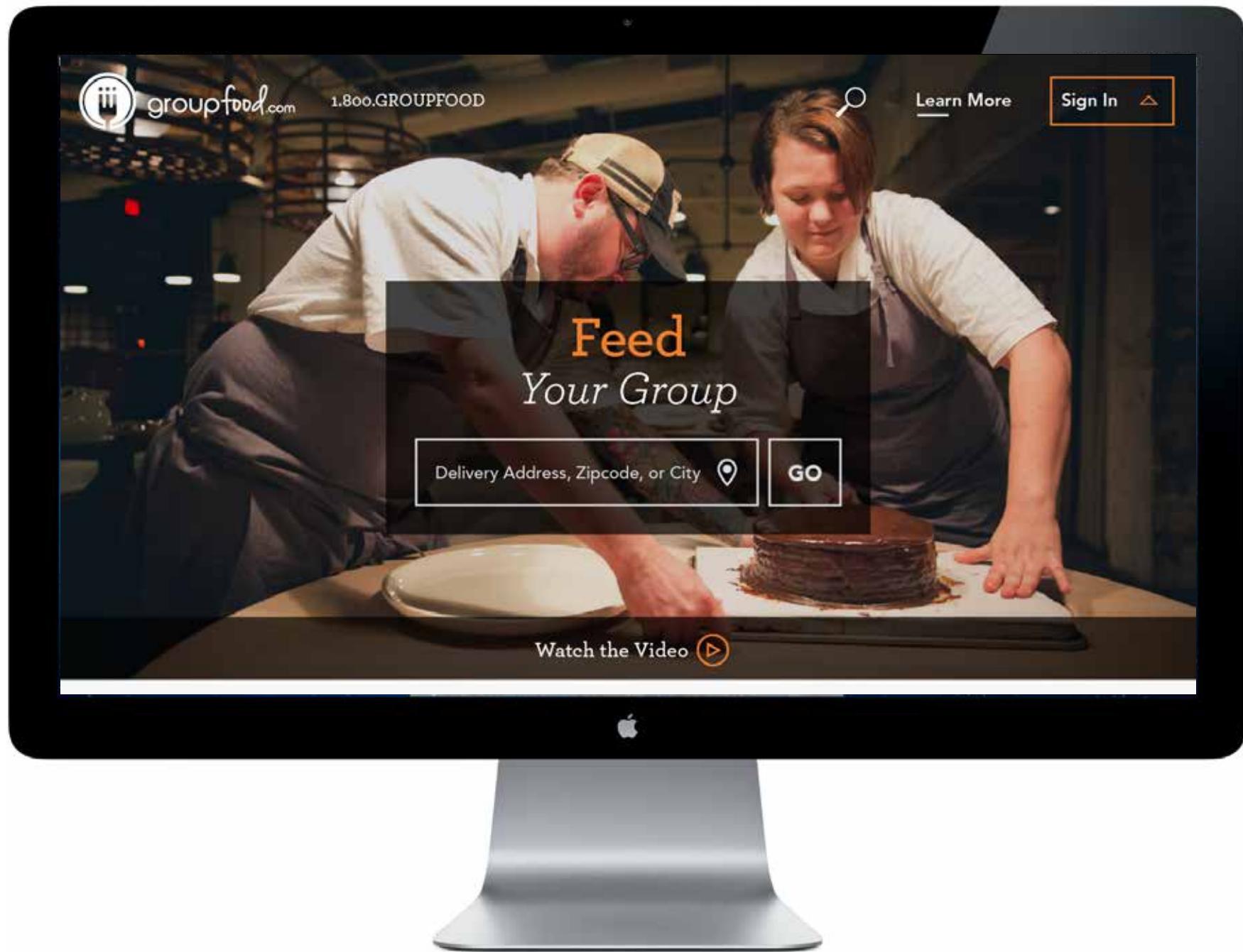
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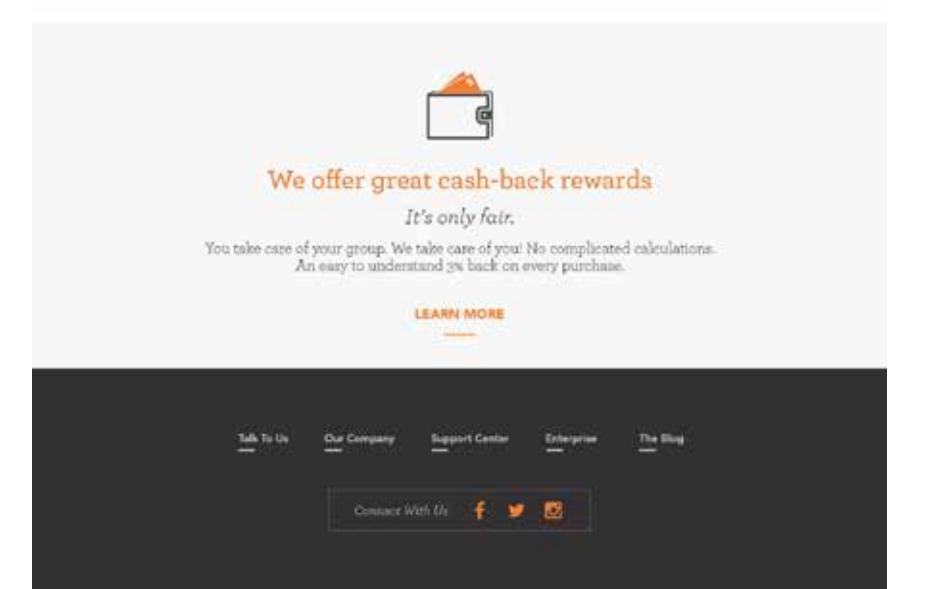


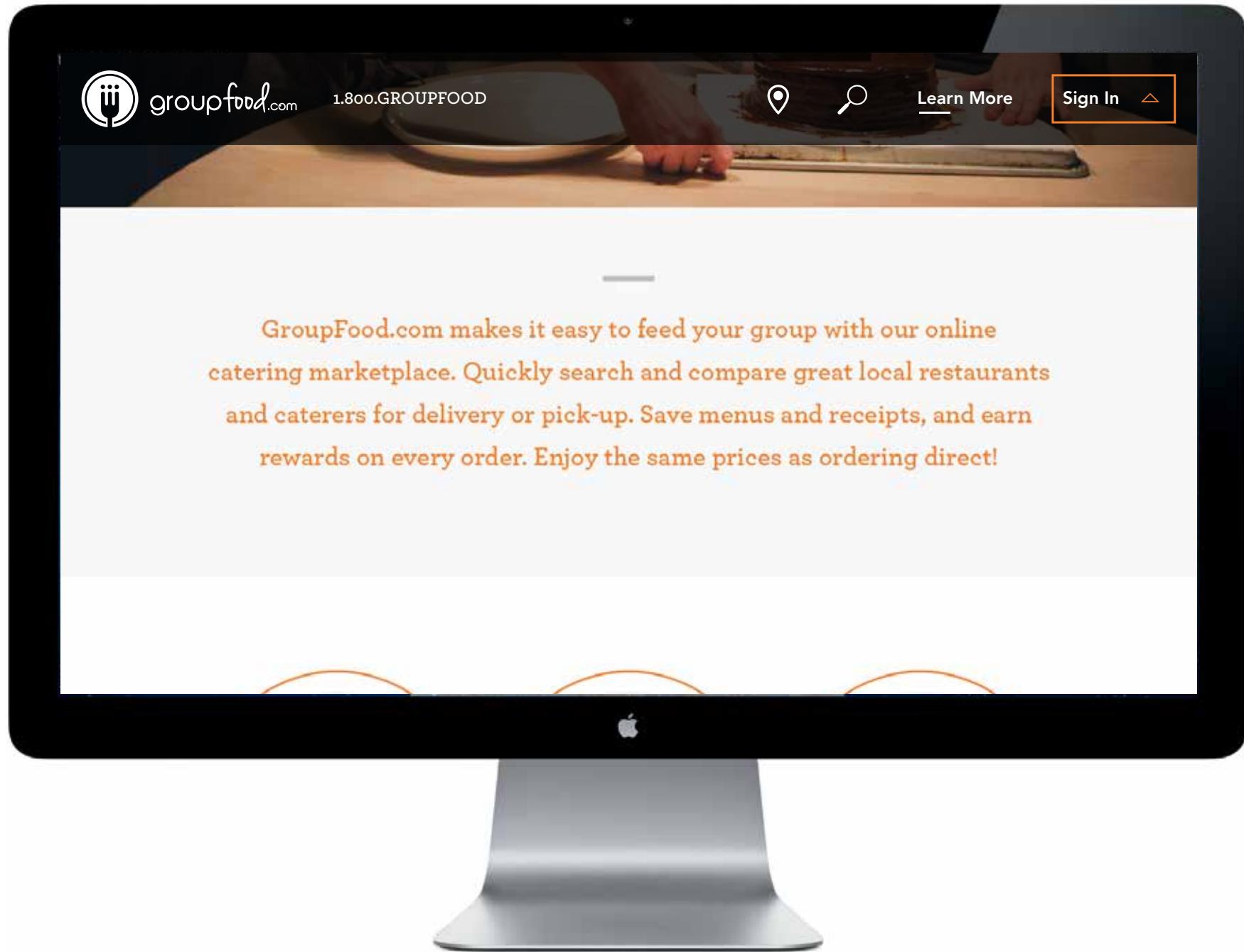
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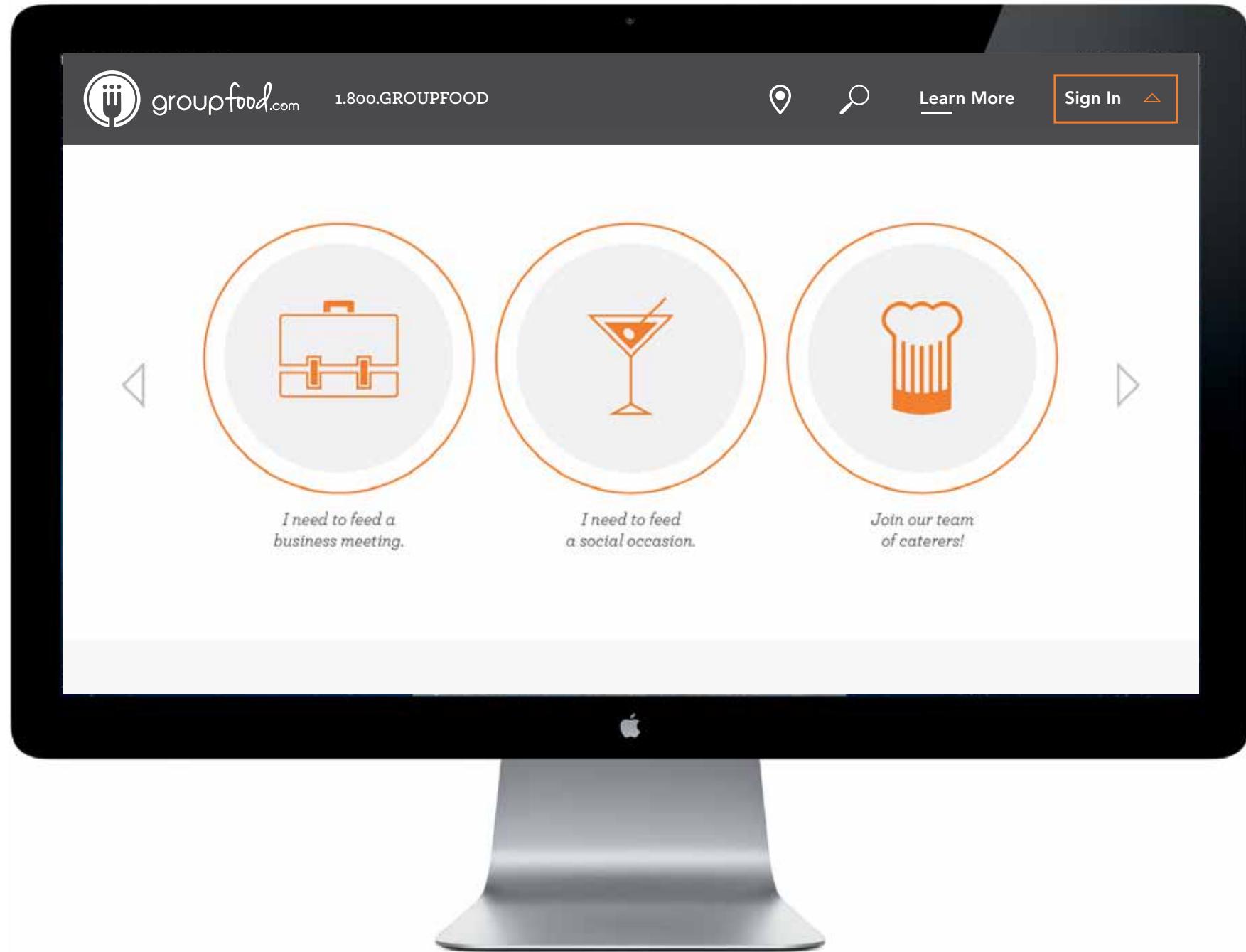




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groupfood.com 1.800.GROUPFOOD Learn More Sign In

Feed Your Group

Delivery Address, Zipcode, or City GO

GroupFood.com makes it easy to feed your group with our online catering marketplace. Quickly search and compare great local restaurants and caterers for delivery or pick-up. Save menus and receipts, and earn rewards on every order. Enjoy the same prices as ordering direct!

I need to feed a business meeting.

I need to feed a social occasion.

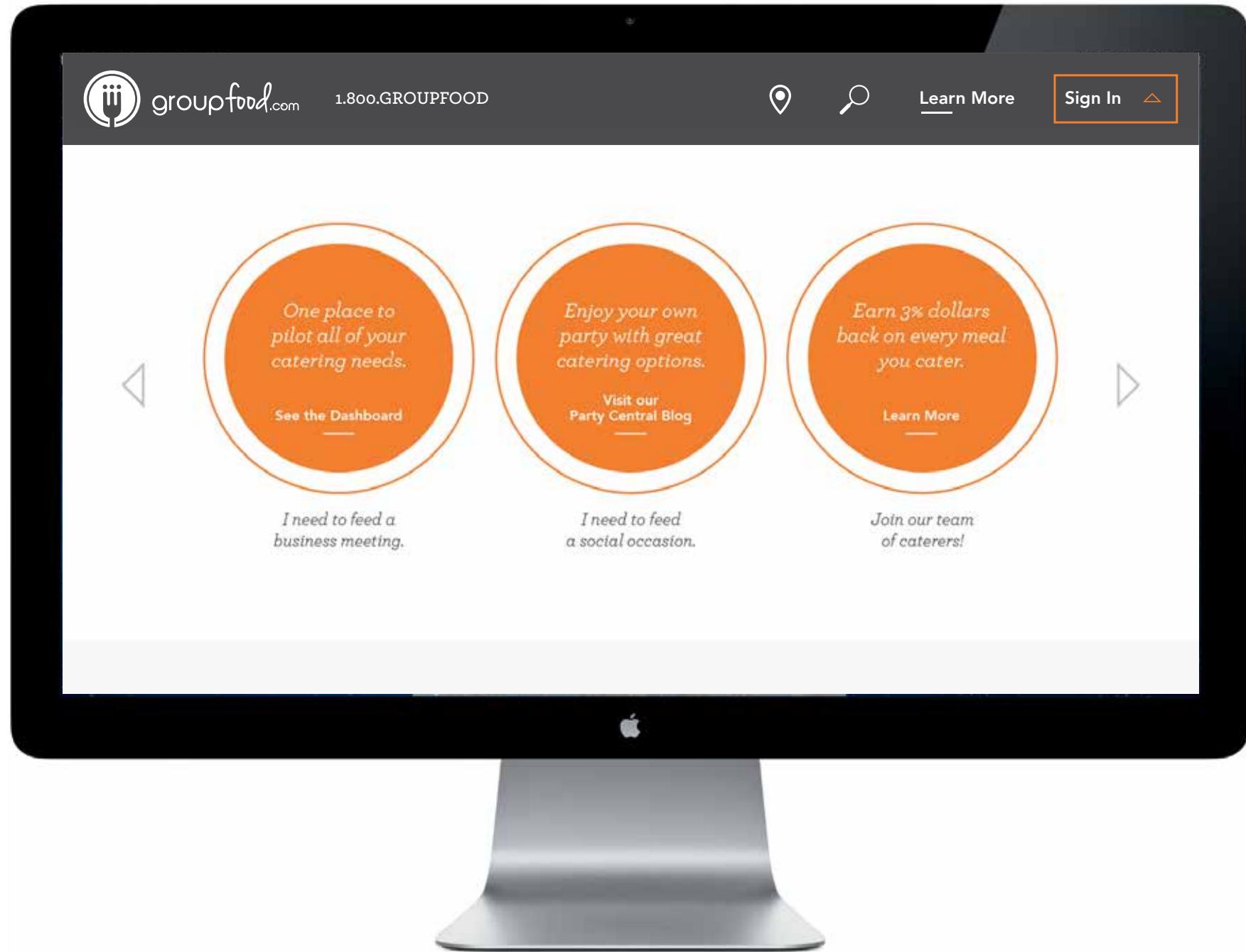
Join our team of caterers!

We offer great cash-back rewards
It's only fair.
You take care of your group. We take care of you! No complicated calculations. An easy to understand 3% back on every purchase.

LEARN MORE

Talk To Us Our Company Support Center Enterprise The Blog

Contact With Us [f](#) [t](#) [g](#)



groupfood.com 1.800.GROUPFOOD

Learn More Sign In

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Delivery Address, Zipcode, or City GO

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One place to pilot all of your catering needs.

Visit our Party Central Blog

Earn 3% dollars back on every meal you cater.

I need to feed a business meeting.

I need to feed a social occasion.

Join our team of caterers!

We offer great cash-back rewards

It's only fair.

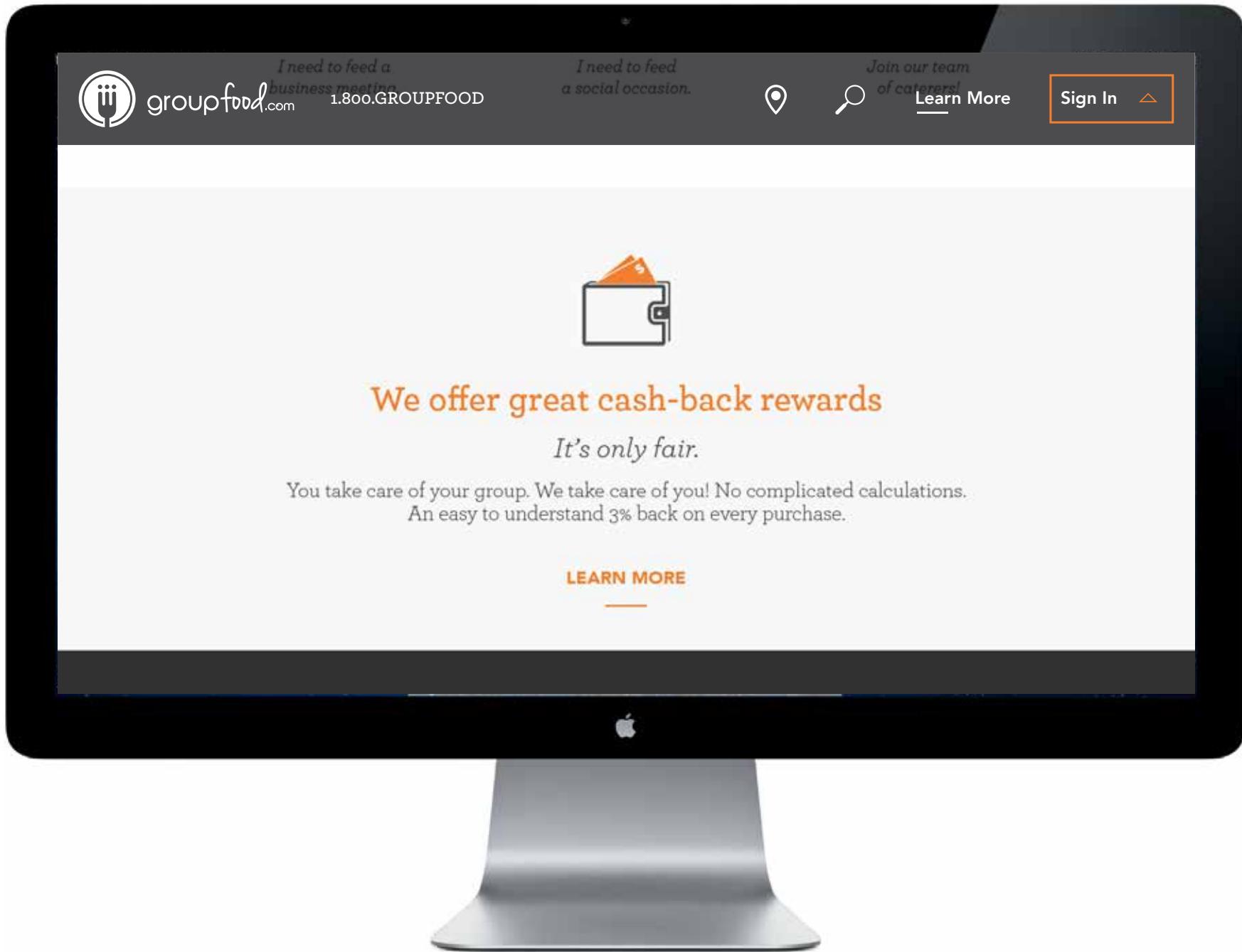
You take care of your group. We take care of you! No complicated calculations. An easy to understand 3% back on every purchase.

LEARN MORE

Talk To Us Our Company Support Center Enterprise The Bag

Contact With Us

10



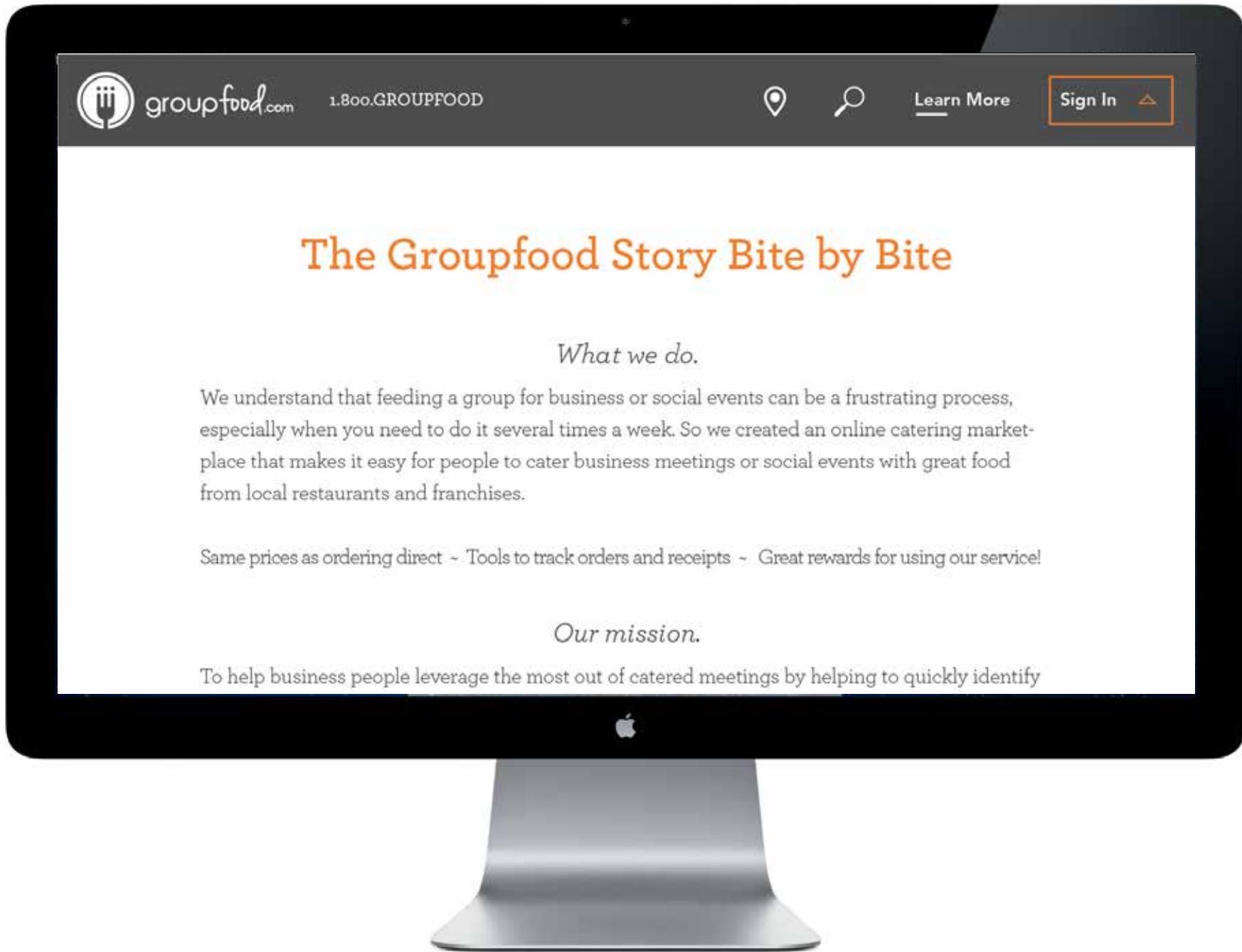
The GroupFood.com website is displayed on a silver iMac. The header features the GroupFood logo, search and location icons, and links for "I need to feed a business meeting", "I need to feed a social occasion", "Join our team of caterers!", "Learn More", "Sign In", and "Learn More". Below the header is a large orange callout box containing a white wallet icon and the text "We offer great cash-back rewards" and "It's only fair.". A sub-section below states "You take care of your group. We take care of you! No complicated calculations. An easy to understand 3% back on every purchase." with a "LEARN MORE" button. The footer includes links for "Talk To Us", "Our Company", "Support Center", "Enterprise", and "The Bag", along with social media icons for Facebook, Twitter, and LinkedIn.



The GroupFood.com website is shown on a mobile device. The top navigation bar includes the GroupFood logo, search bar, and "Learn More" and "Sign In" buttons. The main content area features a large image of two caterers preparing food. Overlaid on this image is a dark box with the text "Feed Your Group" and a search bar with placeholder "Delivery Address, Zipcode, or City" and a "go" button. Below this is a descriptive paragraph: "GroupFood.com makes it easy to feed your group with our online catering marketplace. Quickly search and compare great local restaurants and caterers for delivery or pick-up. Save menus and receipts, and earn rewards on every order. Enjoy the same prices as ordering direct!" At the bottom, there are three circular callout boxes: "One place to plan all of your catering needs.", "Enjoy your own party with great catering options.", and "Earn 3% dollars back on every meal you cater." The footer mirrors the desktop version with links for "Talk To Us", "Our Company", "Support Center", "Enterprise", and "The Bag", and social media links.

About Us





The Groupfood Story Bite by Bite

What we do.

We understand that feeding a group for business or social events can be a frustrating process, especially when you need to do it several times a week. So we created an online catering marketplace that makes it easy for people to cater business meetings or social events with great food from local restaurants and franchises.

Same prices as ordering direct ~ Tools to track orders and receipts ~ Great rewards for using our service!

Our mission.

To help business people leverage the most out of catered meetings by helping to quickly identify

The Groupfood Story Bite by Bite

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Our mission.

To help business people leverage the most out of catered meetings by helping to quickly identify delivery options, expand menu choices, track and save orders in a private portal, and communicate on orders.

To make entertaining for social events easier by pulling together great options for holidays and events into one easy to navigate search engine.

To help local chef-owned restaurants and franchises grow and track their catering business and get insights into what is trending in their locality.

We were helped by
People just like you who helped us build our solutions.

- Caterers who gave us the real deal on what they needed help with to grow their businesses
- Medical and Pharma reps and Office Managers who gave us details on how we could make business catering more efficient and helpful.
- Great local creative and technical talent that helped us build our website.

We like to give back
We support the following organizations:



Tell Us | Our Company | Support Center | Enterprise | The Blog

Connect With Us   

The Groupfood Story Bite by Bite

from local restaurants and franchises.

 **groupfood.com** 1.800.GROUPFOOD

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[Learn More](#) [Sign In](#)

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What we do.

We understand that feeding a group for business or social events can be a frustrating process, especially when you need to do it several times a week. So we created an online catering marketplace where many local restaurants and franchises offer social events with great food from local restaurants and franchises.

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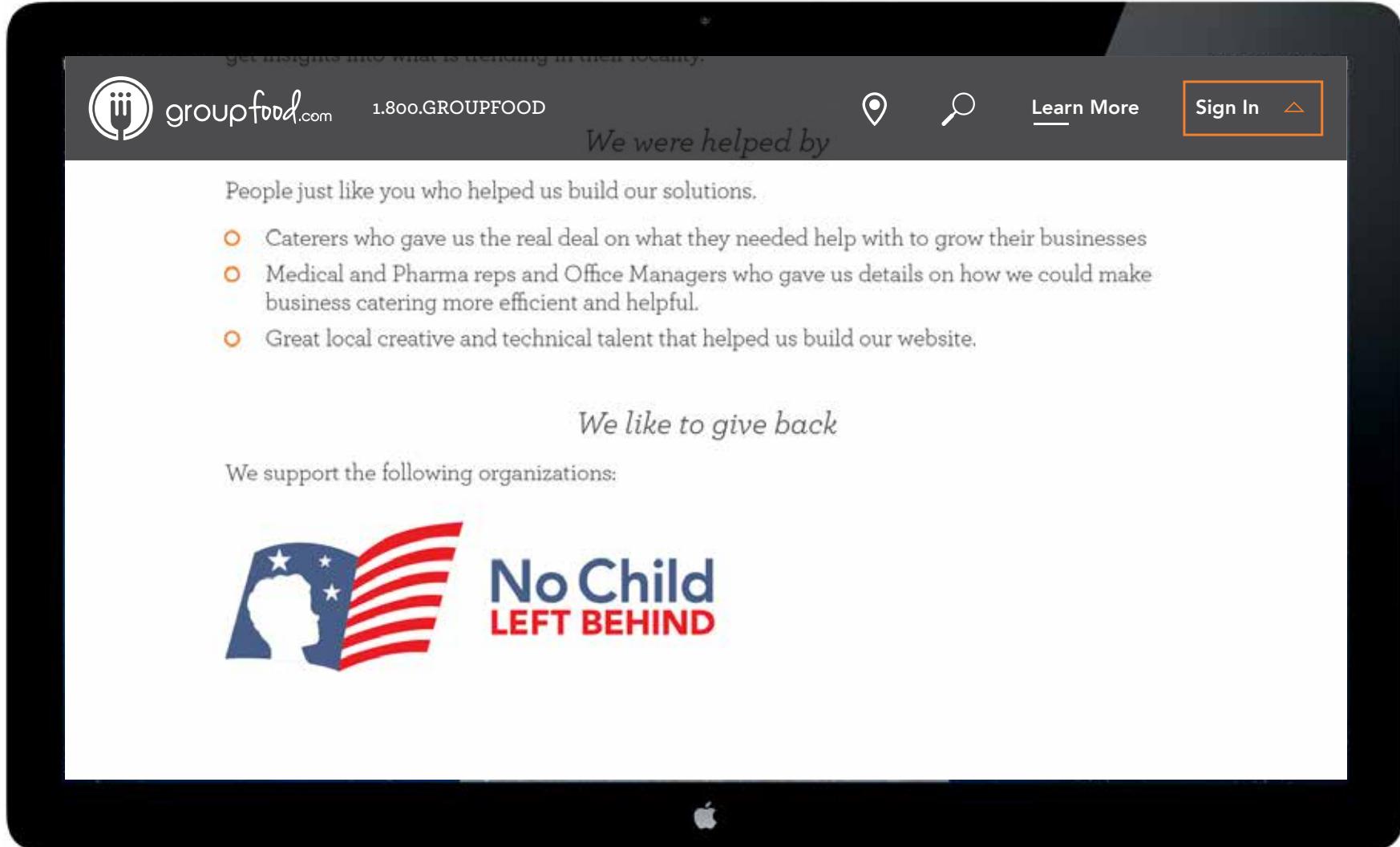
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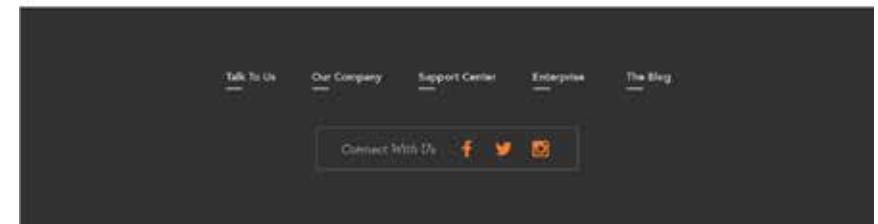
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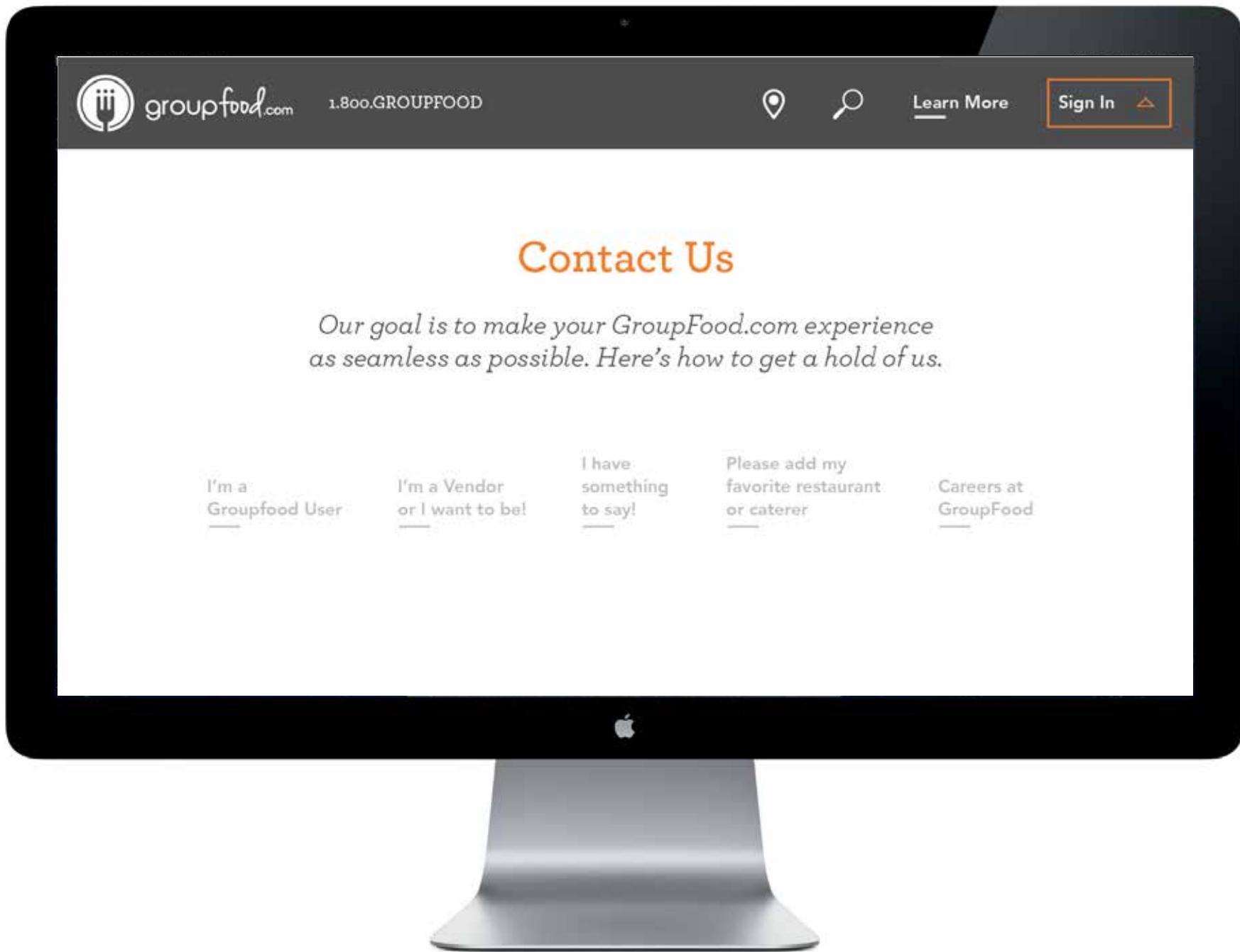
**No Child
LEFT BEHIND**





Contact Us





Contact Us

Our goal is to make your GroupFood.com experience as seamless as possible. Here's how to get a hold of us.

I'm a GroupFood User

I'm a Vendor or I want to be!

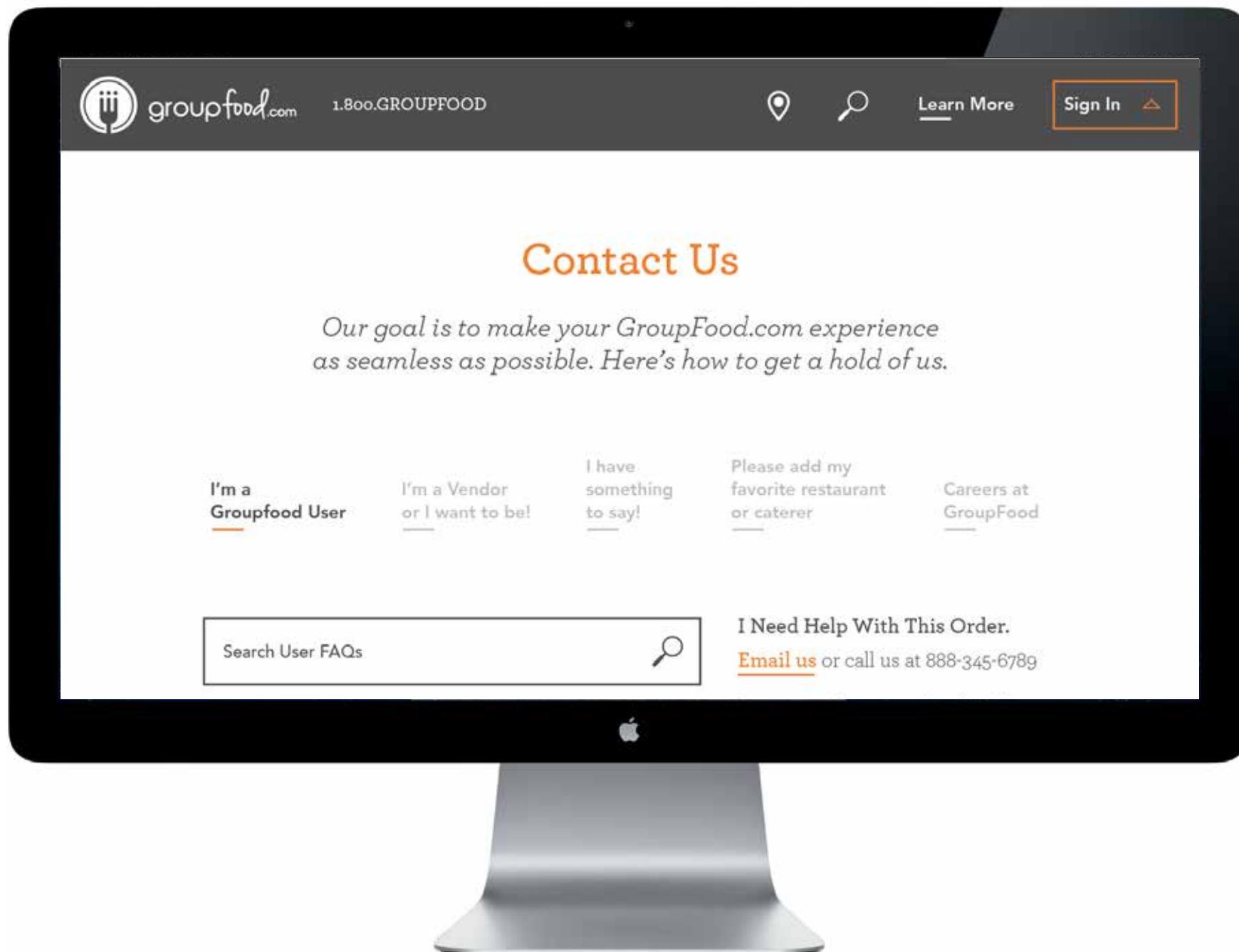
I have something to say!

Please add my favorite restaurant or caterer

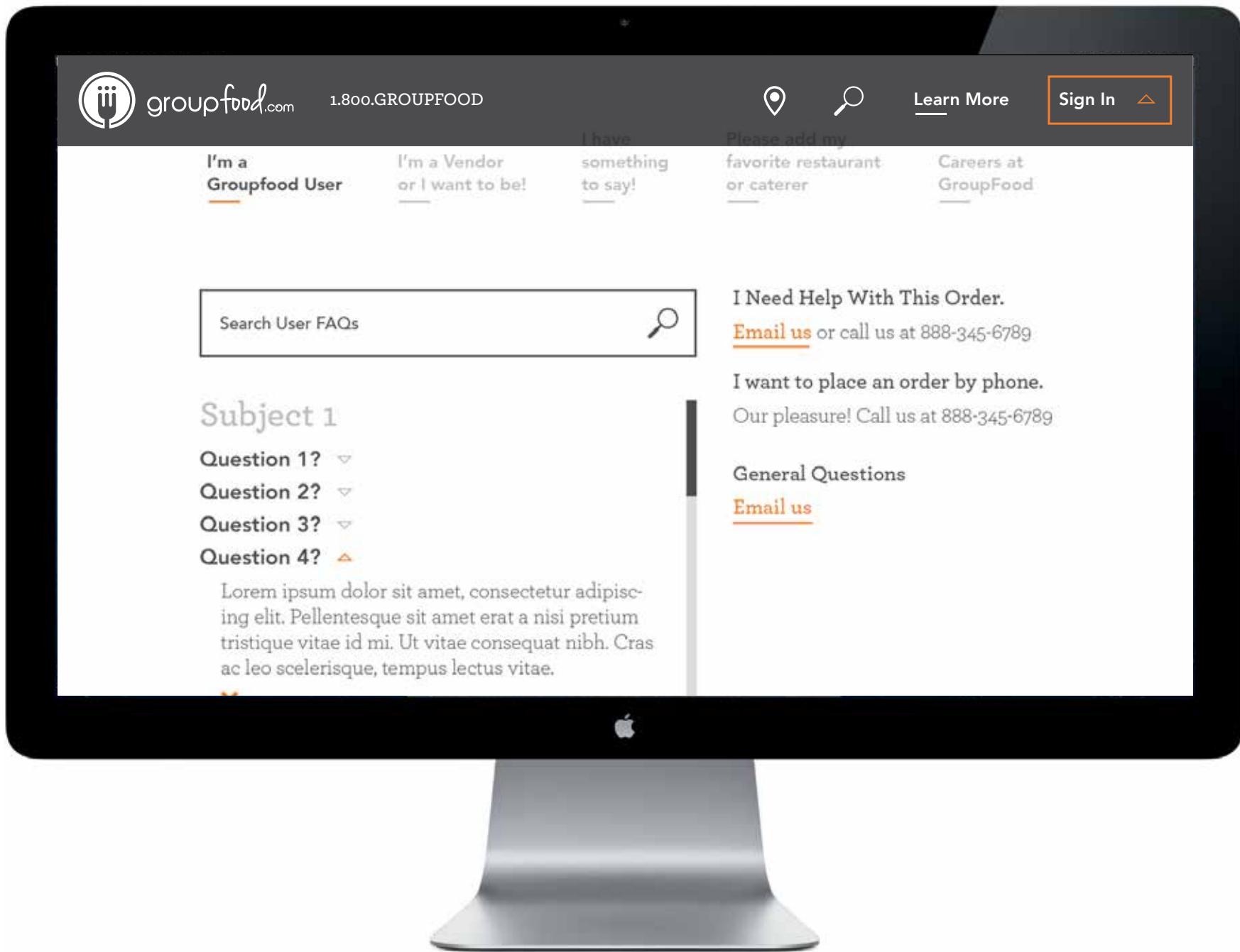
Careers at GroupFood

Talk To Us Our Company Support Center Enterprise The Blog

Connect With Us



The image shows the same GroupFood.com contact page as above, but viewed on a mobile device. The layout is adapted for a smaller screen, with the 'Contact Us' section and its sub-links visible. The footer of the mobile site includes links for 'Talk To Us', 'Our Company', 'Support Center', 'Enterprise', and 'The Blog', along with social media icons for Facebook, Twitter, and LinkedIn.



Contact Us

Our goal is to make your GroupFood.com experience as seamless as possible. Here's how to get a hold of us.

I'm a [Groupfood User](#) I'm a [Vendor or I want to be!](#) I have [something to say!](#) Please add my [favorite restaurant or caterer](#) Careers at [GroupFood](#)

[Search User FAQs](#)

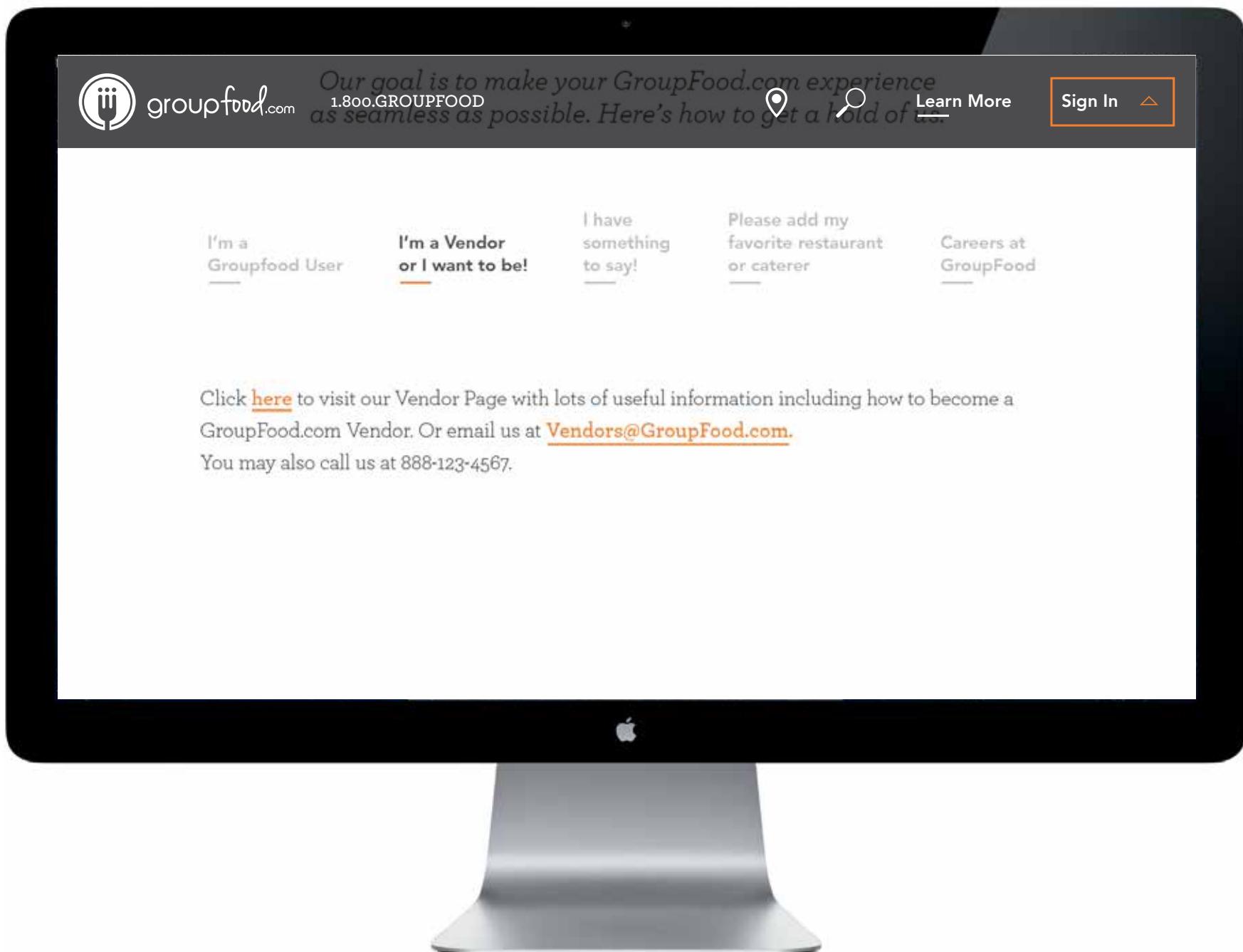
Subject 1:
Question 1? ▾
Question 2? ▾
Question 3? ▾
Question 4? ▾
Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sit amet erat a nisi pretium tristique vitae id mi. Ut vitae consequat nibh. Cras ac leo scelerisque, tempus lectus vitae.

Subject 2:
Question 1? ▾
Question 2? ▾

General Questions:
[Email us](#)

[Talk To Us](#) [Our Company](#) [Support Center](#) [Enterprise](#) [The Blog](#)

[Connect With Us](#)



Contact Us

Our goal is to make your GroupFood.com experience as seamless as possible. Here's how to get a hold of us.



A silver iMac monitor is positioned at the bottom of the image, displaying the GroupFood.com contact page. The page has a dark background with white text and form fields. At the top, it says "Our goal is to make your GroupFood.com experience as seamless as possible. Here's how to get a hold of us." Below this are four buttons: "I'm a Groupfood User", "I'm a Vendor or I want to be!", "I have something to say!", and "Please add my favorite restaurant or caterer". To the right are links for "Learn More", "Sign In", and "Careers at GroupFood". A search bar is located at the top right. The main content area contains a message about suggestions and complaints, followed by four input fields: "First Name", "Last Name", "Email", and "Message".

Contact Us

Our goal is to make your GroupFood.com experience as seamless as possible. Here's how to get a hold of us.

From a GroupFood User From a Vendor or I want to be! I have something to say! Please add my favorite restaurant or caterer Careers at GroupFood

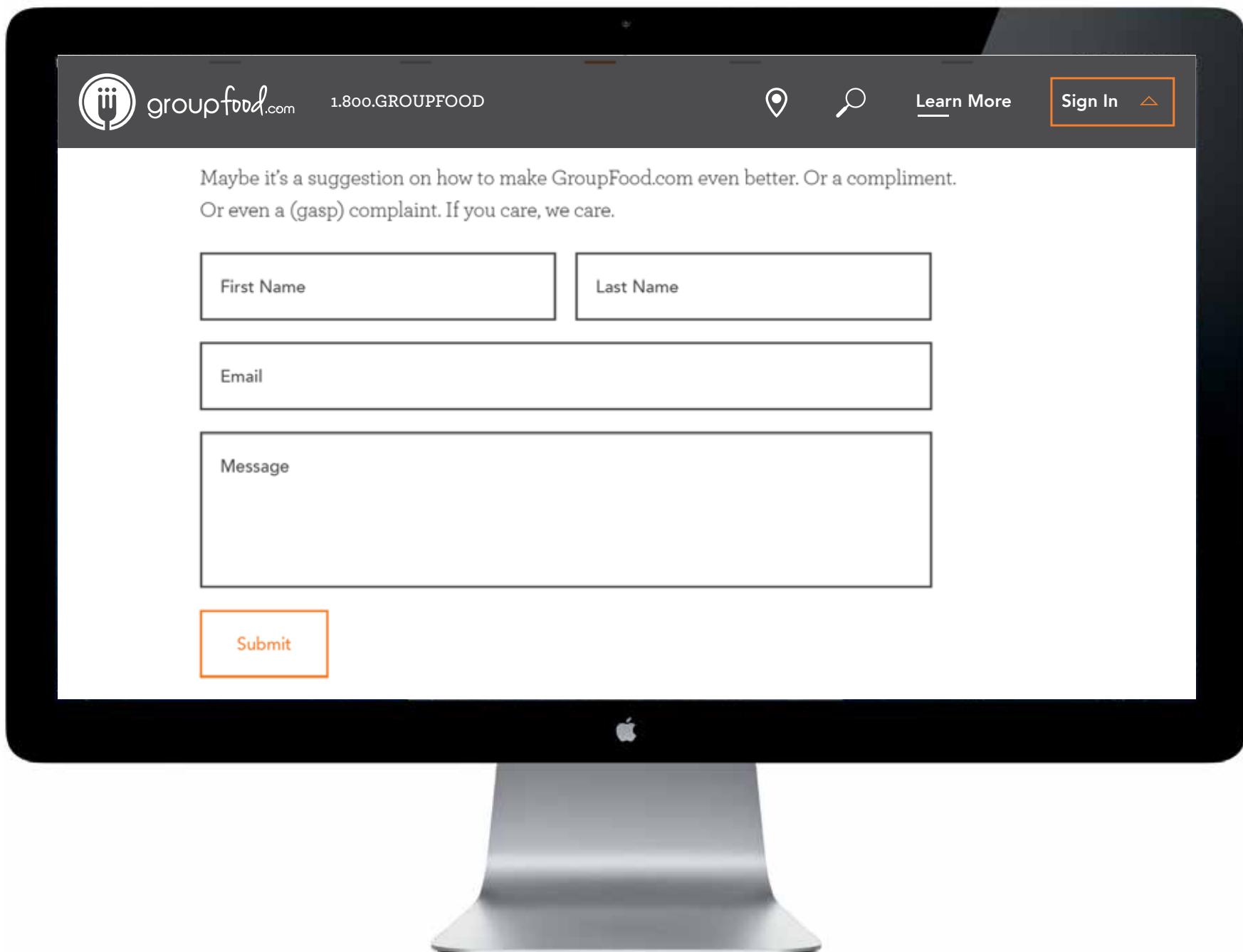
Maybe it's a suggestion on how to make GroupFood.com even better. Or a compliment. Or even a (gasp) complaint. If you care, we care.

First Name Last Name
Email
Message

Submit

Tell Us Our Company Support Center Enterprise The Blog

Connect With Us



Contact Us

Our goal is to make your GroupFood.com experience as seamless as possible. Here's how to get a hold of us.

From a
GroupFood User

From a Vendor
or I want to hire?

I have
something
to say!

Please add my
favourite restaurant
or caterer:

Careers at
GroupFood

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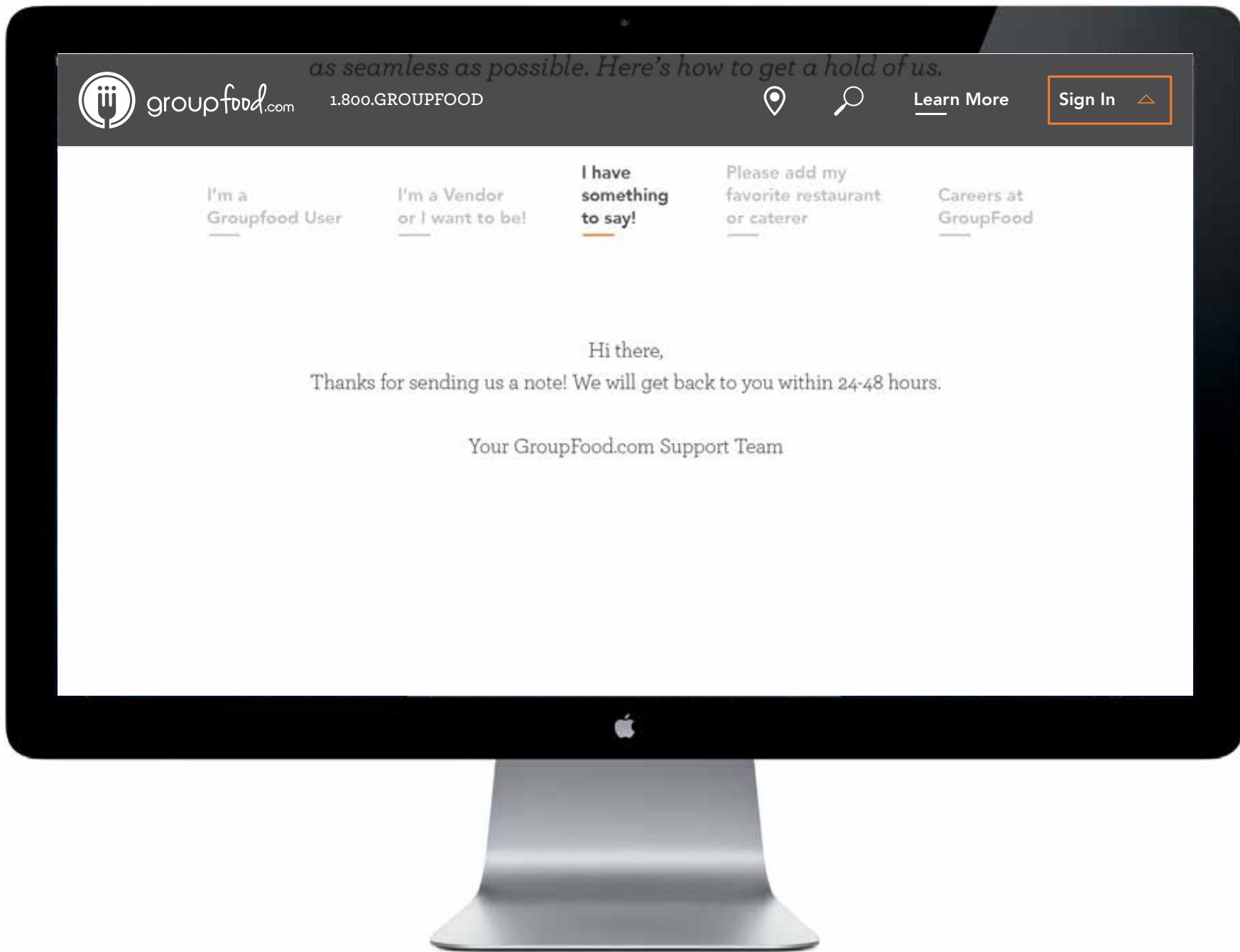
First Name Last Name

Email

Message

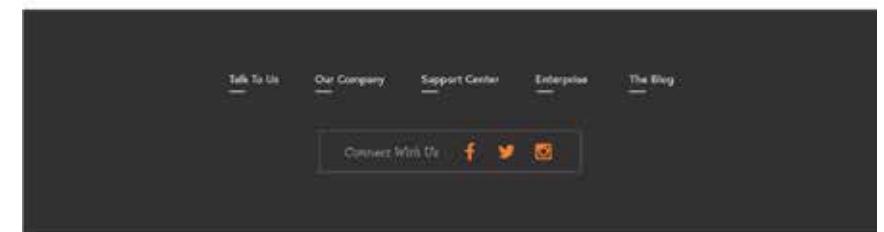
Talk To Us | Our Company | Support Center | Enterprise | The Blog

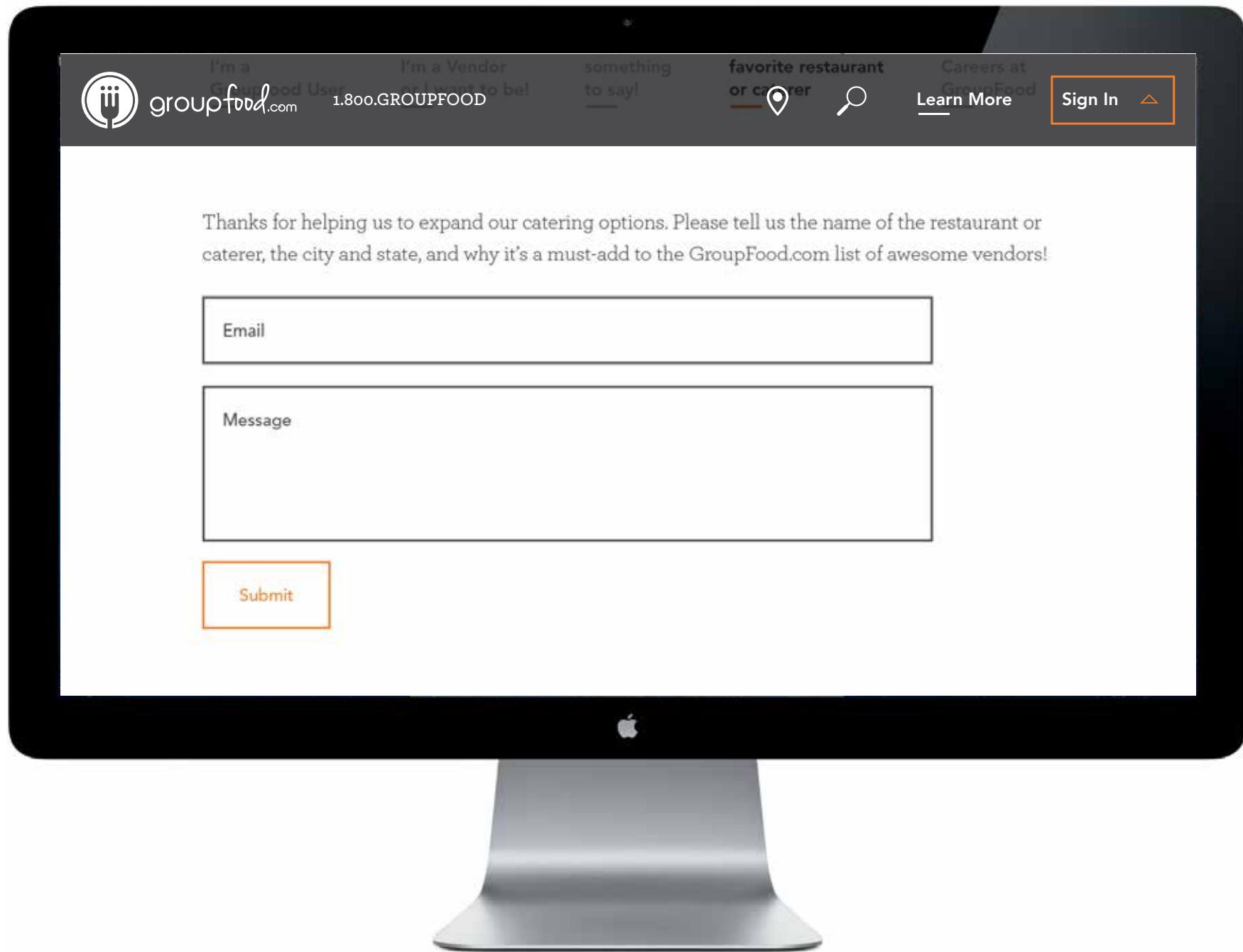
Connect With Us   



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I'm a GroupFood User I'm a Vendor or I want to be! I have something to say! Please add my favorite restaurant or caterer Careers at GroupFood

Thanks for helping us to expand our catering options. Please tell us the name of the restaurant or caterer, the city and state, and why it's a must-add to the GroupFood.com list of awesome vendors!

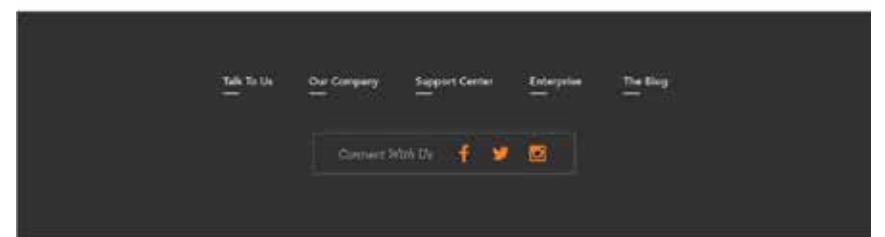
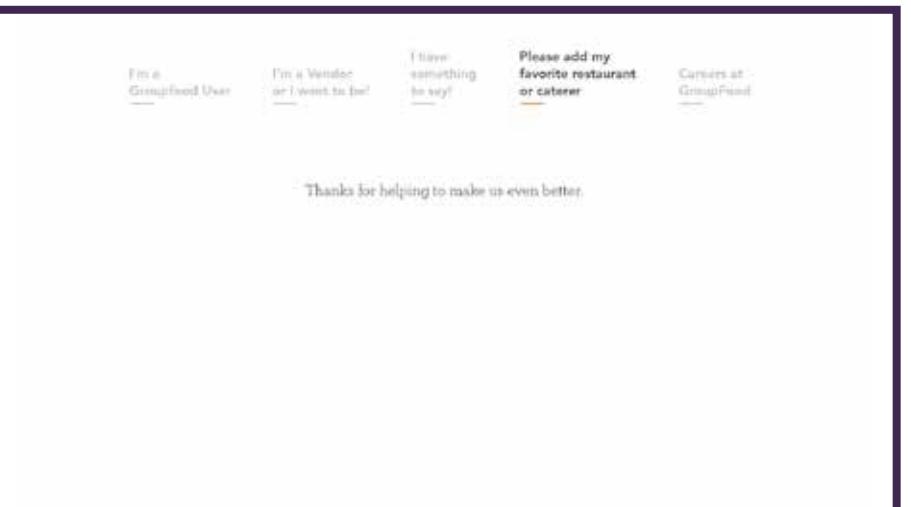
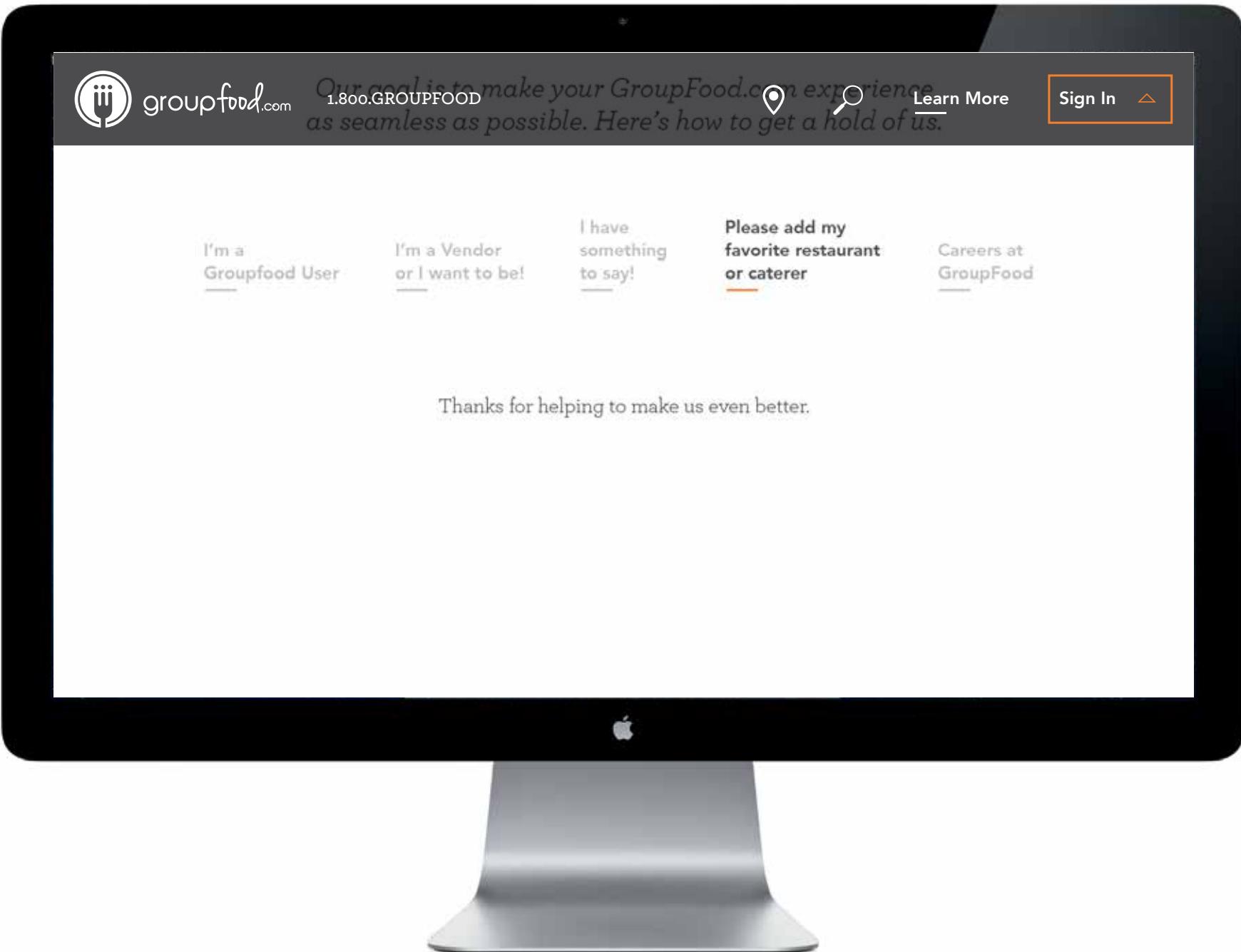
Email

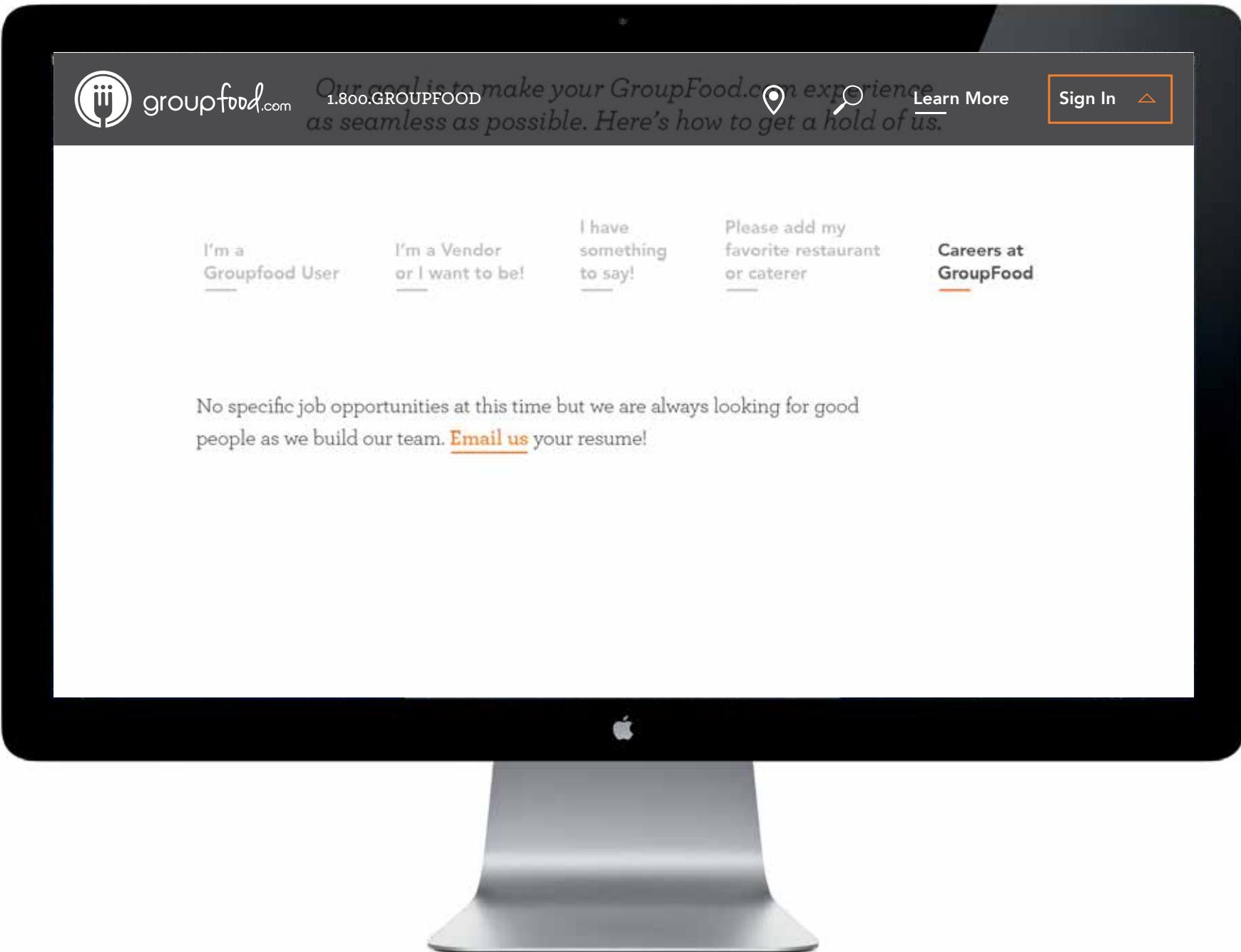
Message

Submit

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Connect With Us





Contact Us

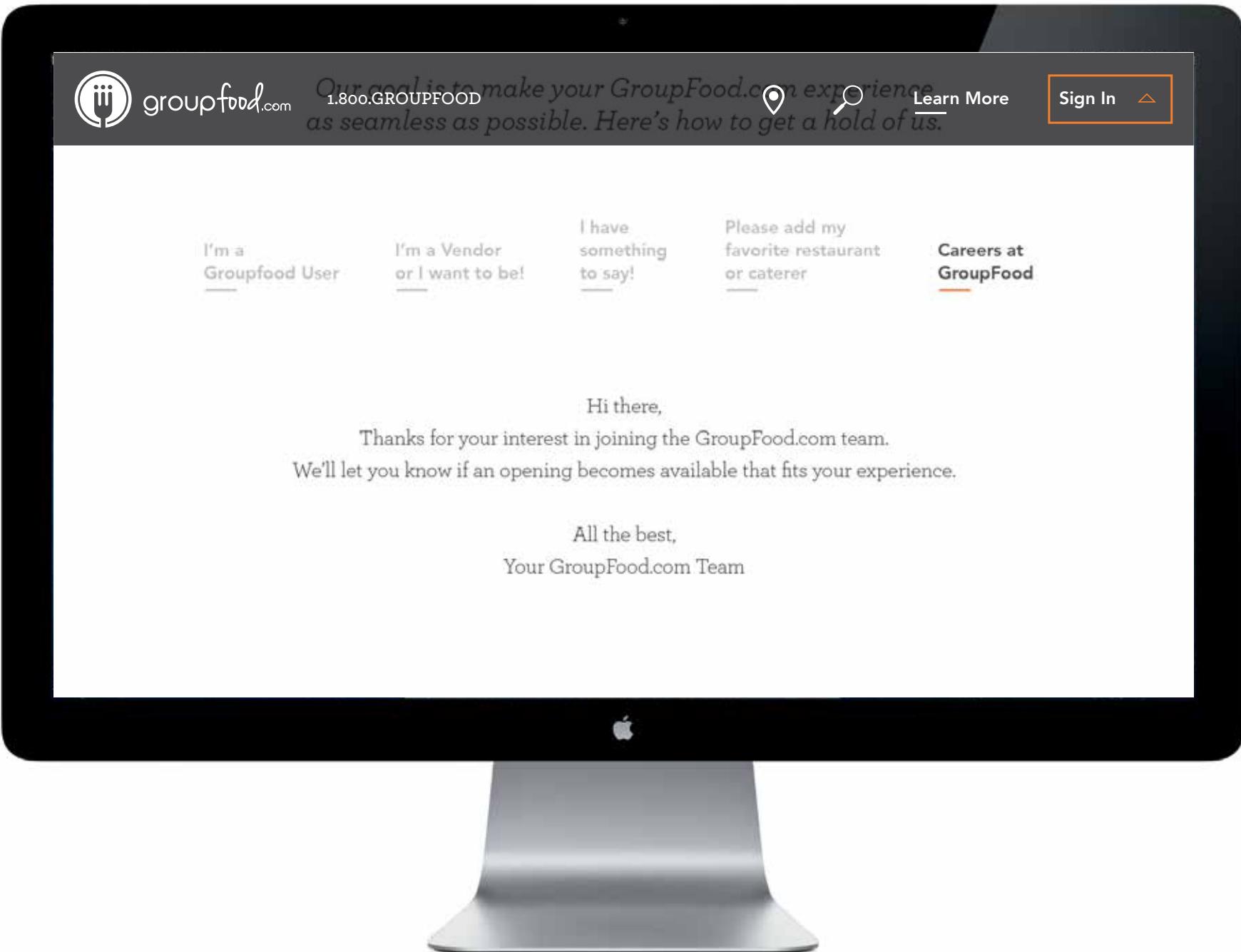
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I'm a GroupFood User I'm a Vendor or I want to be! I have something to say! Please add my favorite restaurant or caterer Careers at GroupFood

No specific job opportunities at this time but we are always looking for good people as we build our team. [Email us](#) your resume!

Tell Us Our Company Support Center Enterprise The Blog

Connect With Us [f](#) [t](#) [g](#)



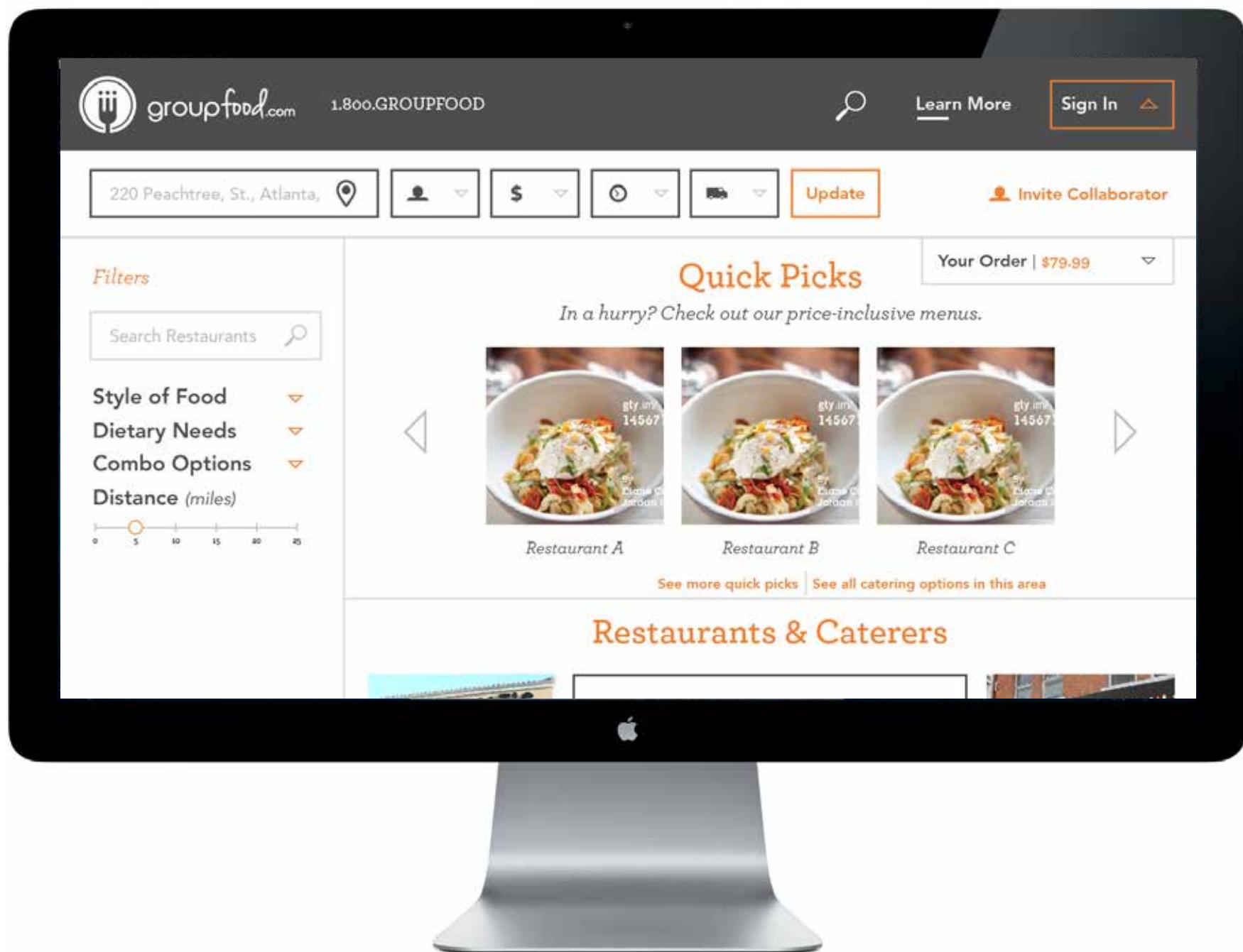
Contact Us

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This image shows a contact page for GroupFood.com. At the top, there are five links: 'I'm a GroupFood User', 'I'm a Vendor or I want to be!', 'I have something to say!', 'Please add my favorite restaurant or caterer', and 'Careers at GroupFood'. Below these links is a message: 'Hi there, Thanks for your interest in joining the GroupFood.com team. We'll let you know if an opening becomes available that fits your experience.' Further down, it says 'All the best, Your GroupFood.com Team'. At the very bottom, there is a footer with links to 'Talk To Us', 'Our Company', 'Support Center', 'Enterprise', and 'The Blog', along with social media icons for Facebook, Twitter, and LinkedIn.

Order Page





groupfood.com 1.800.GROUPFOOD

220 Peachtree, St., Atlanta, GA

Learn More Sign In

Search Restaurants

Style of Food

Dietary Needs

Combo Options

Distance (miles)

Quick Picks

In a hurry? Check out our price-inclusive menus.

Your Order | \$79.99

Restaurant A Restaurant B Restaurant C

See more quick picks | See all catering options in this area

Restaurants & Caterers

New Blog Post

Sangria is the New Mimosa

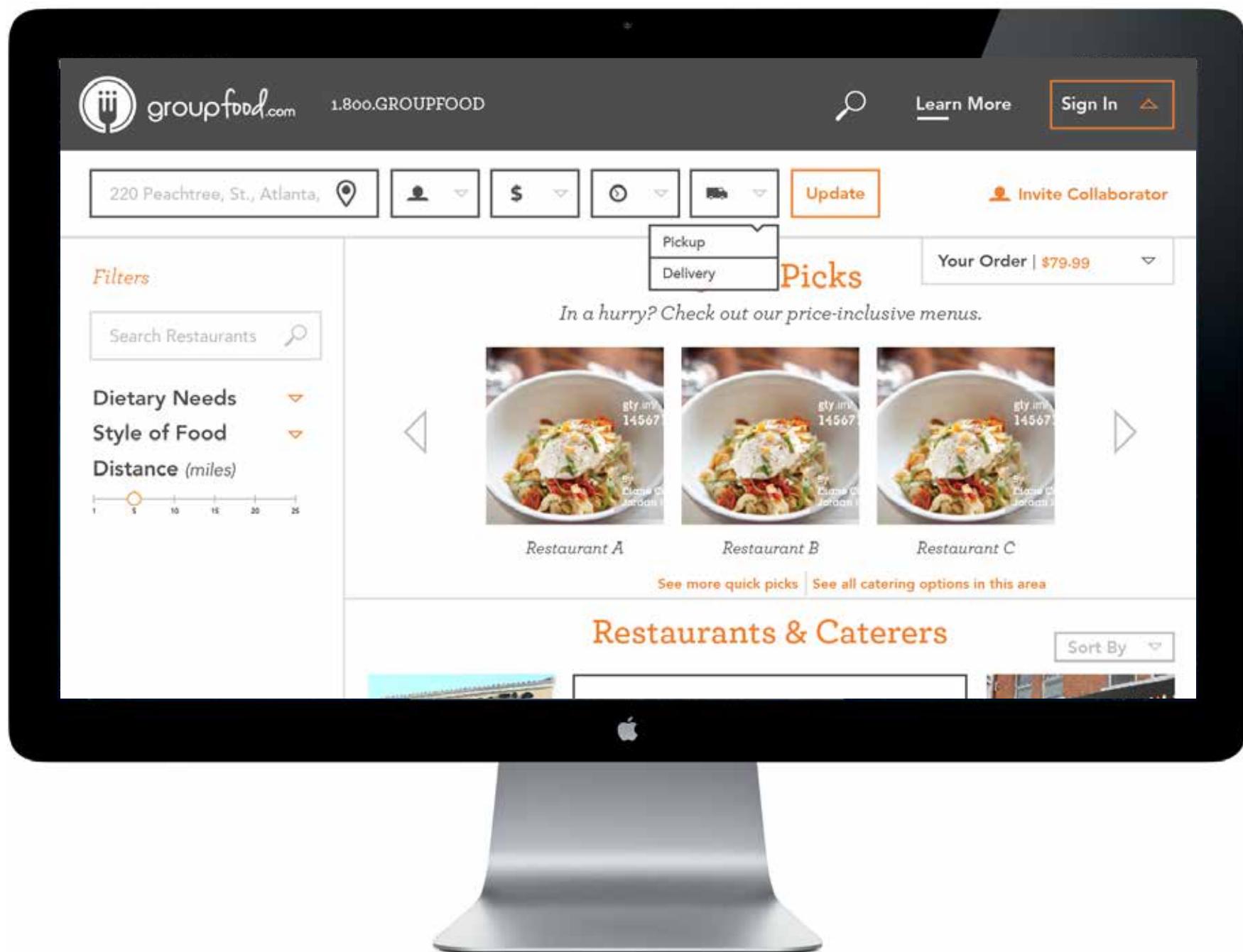
Featured Article

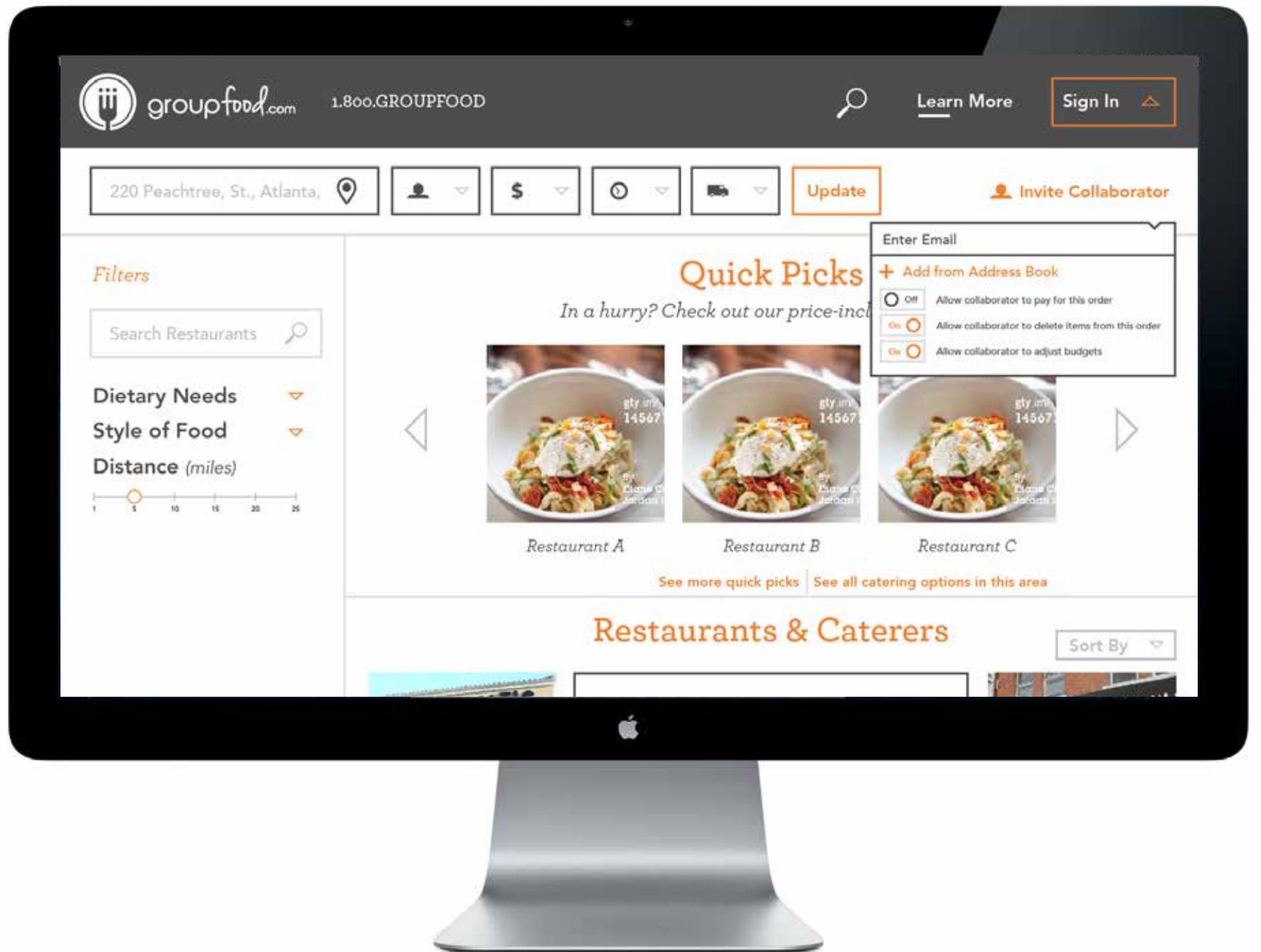
10 Tips for Feeding Your Event

Talk To Us Our Company Support Center Enterprise The Bag

Connect With Us

29





groupfood.com 1.800.GROUPFOOD

220 Peachtree St., Atlanta, GA 30303

Search Restaurants

Dietary Needs

Style of Food

Distance (miles)

Enter Email

+ Add from Address Book

Off

On

On

Allow collaborator to pay for this order

Allow collaborator to delete items from this order

Allow collaborator to adjust budgets

Quick Picks

In a hurry? Check out our price-inclusive quick picks.

Restaurant A

Restaurant B

Restaurant C

See more quick picks | See all catering options in this area

Restaurants & Caterers

Sort By

New Blog Post

Sangria is the New Mimosa

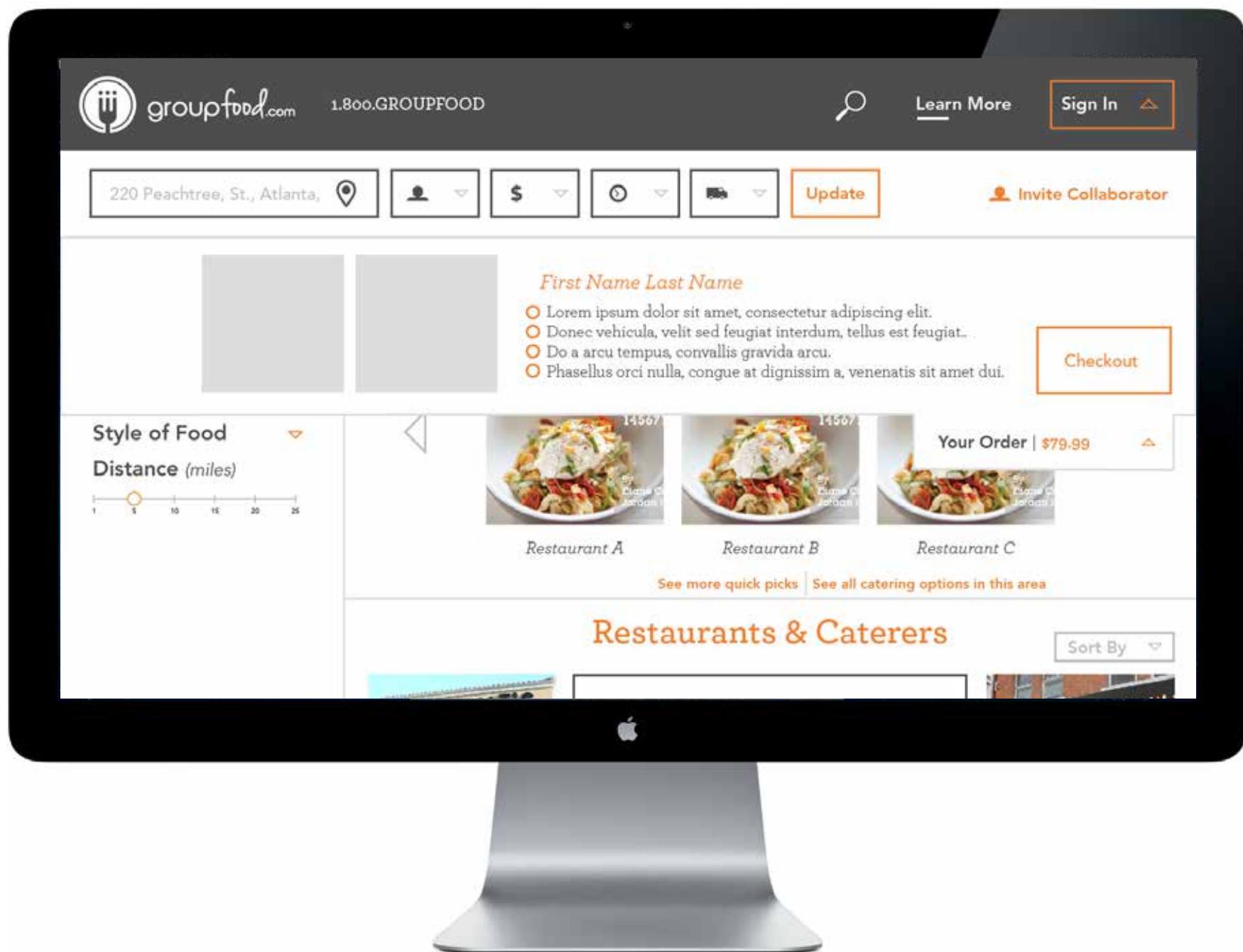
Featured Article

10 Tips for Feeding Your Event

Talk To Us Our Company Support Center Enterprise The Bag

Connect With Us

Facebook Twitter Instagram



groupfood.com 1.800.GROUPFOOD

220 Peachtree, St., Atlanta, GA Update

People Distance (miles)

Style of Food Distance (miles)

First Name Last Name

Checkout

Restaurant A Restaurant B Restaurant C

Your Order | \$79.99

See more quick picks | See all catering options in this area

Restaurants & Caterers Sort By

10 Tips for Feeding Your Event Read Now

New Blog Post Sangria is the New Mimosa

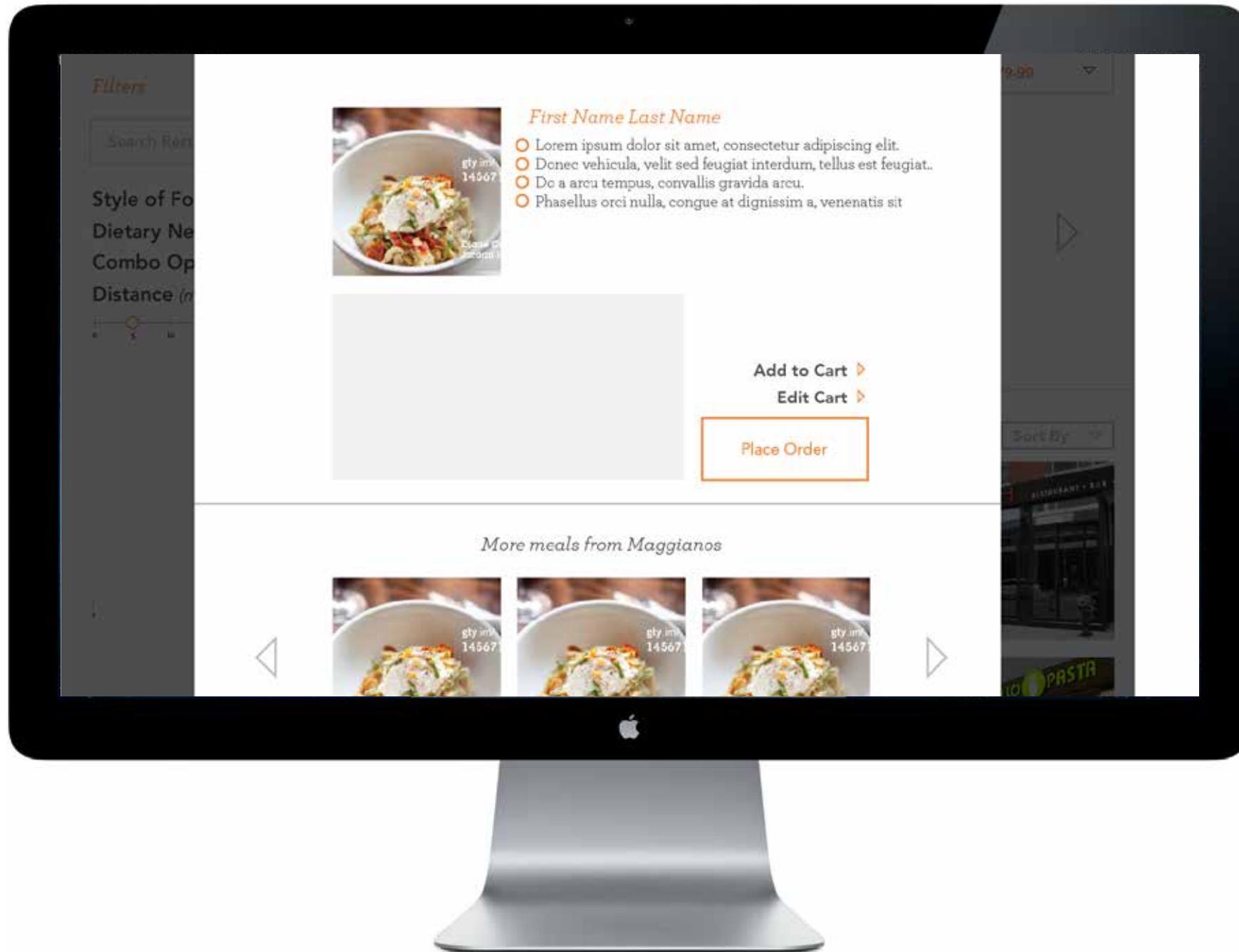
Featured Article 10 Tips for Feeding Your Event

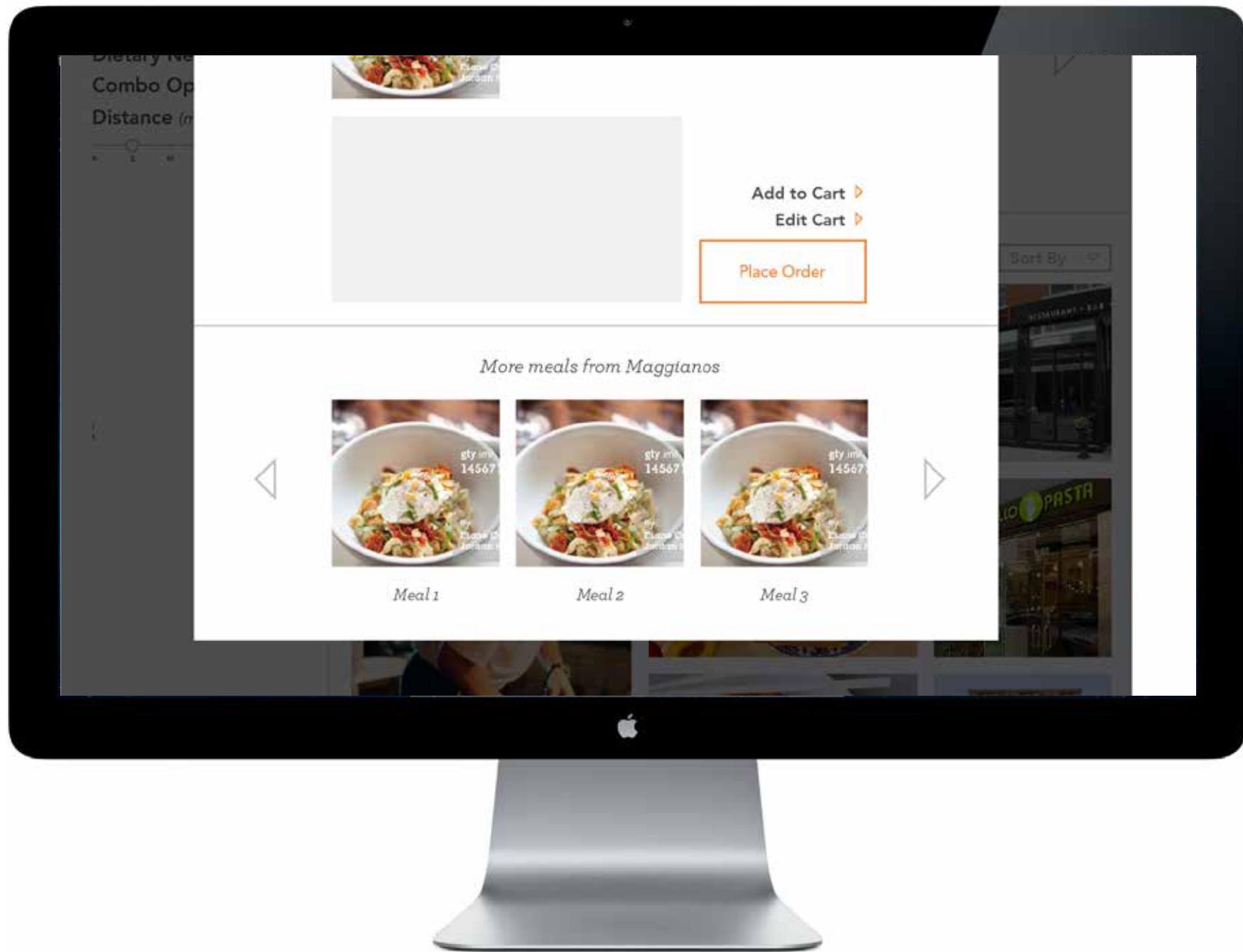
MAGGIANO'S

JIMMY JOHN'S

Talk To Us Our Company Support Center Enterprise The Bag

Connect With Us f t i





First Name Last Name

Dietary Needs

Combo Options

Distance (mi)

Add to Cart >

Edit Cart >

Place Order

More meals from Maggiano's

Meal 1 Meal 2 Meal 3

Sort By

PASTA

gty.inr 14567

gty.inr 14567

gty.inr 14567

New Blog Post

Sangria is the New Mimosa

Featured Article

10 Tips for

Contact With Us

Learn More

Sign In

Talk To Us

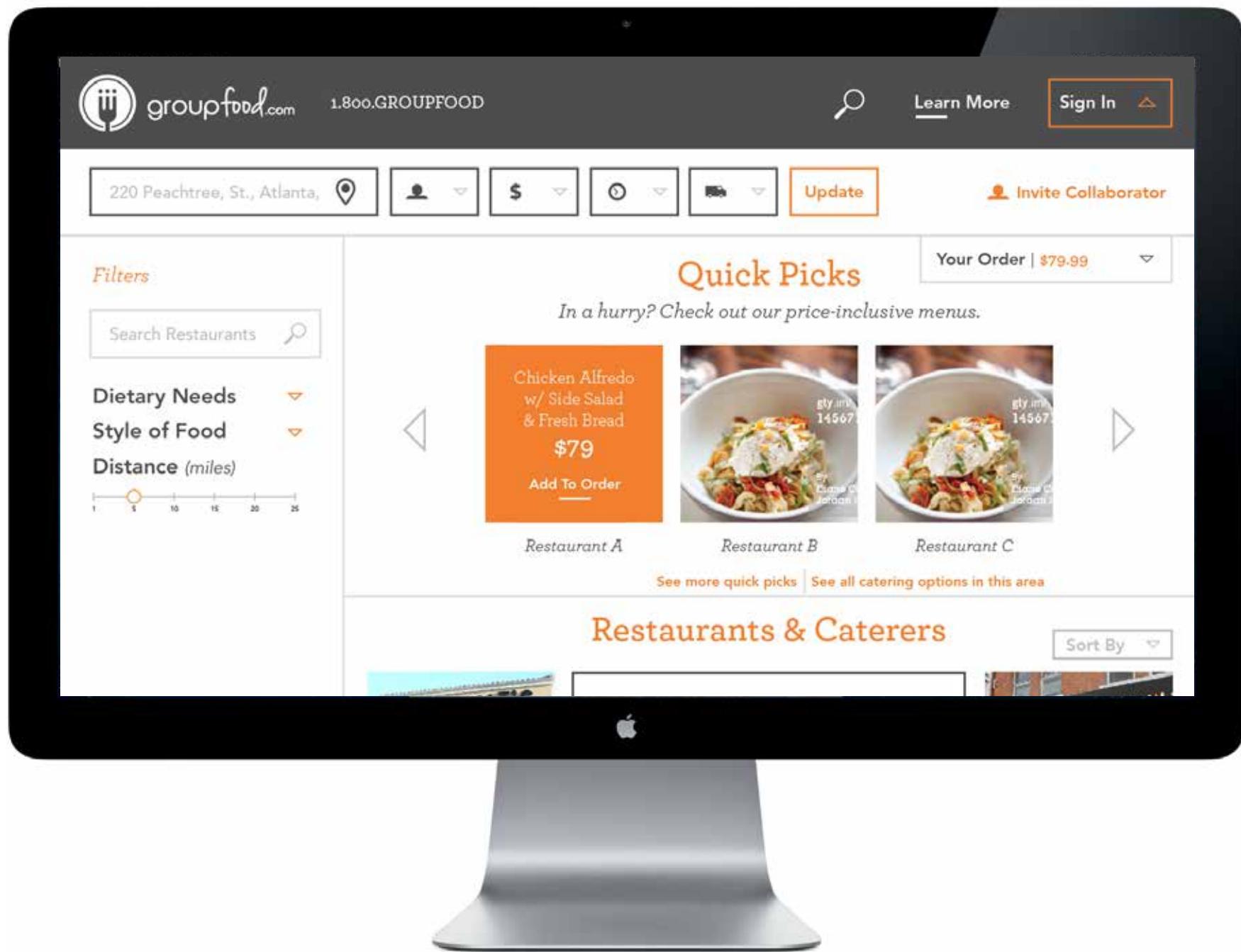
Our Company

Support Center

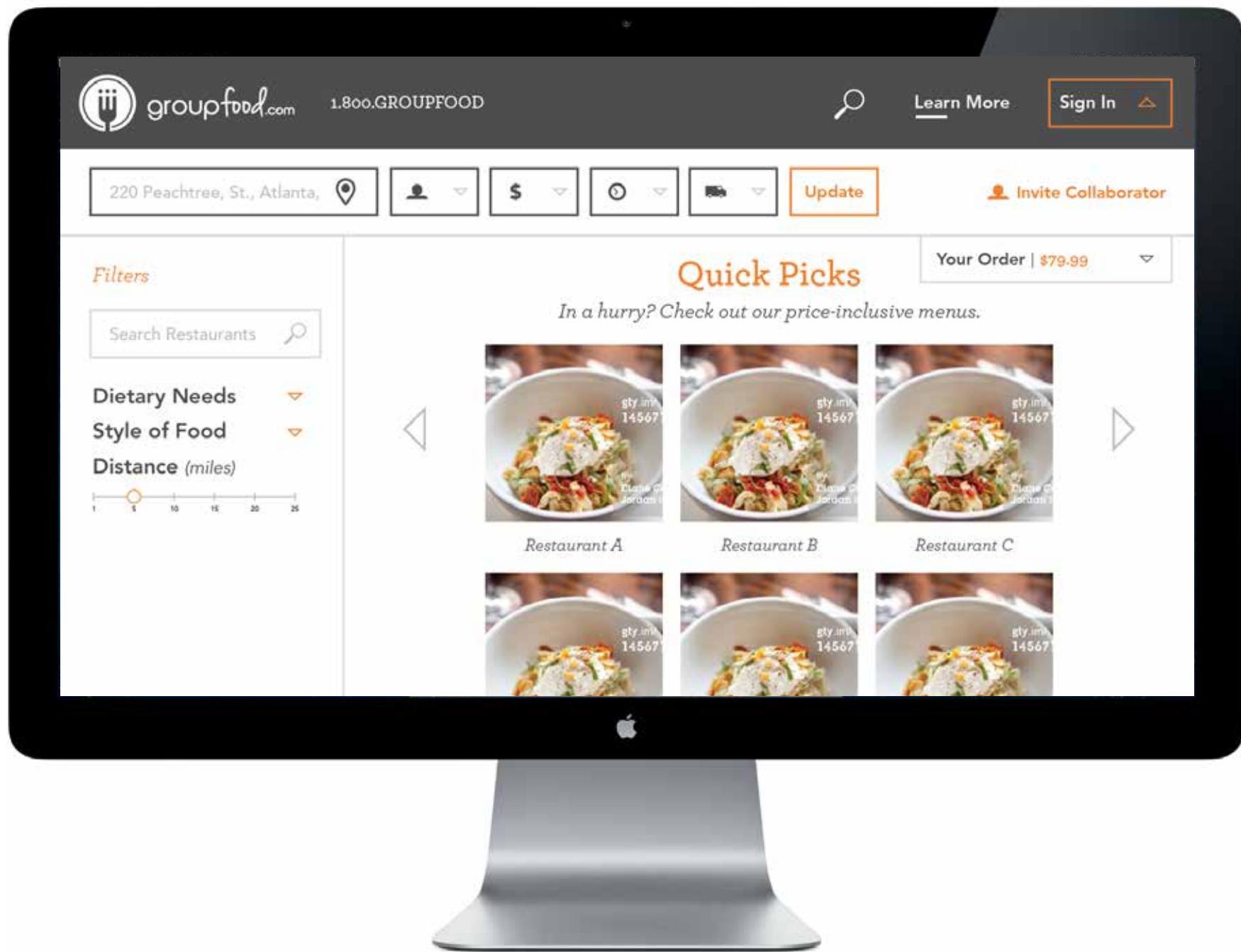
Enterprise

The Bug

Like GROUPFOOD



The image shows the groupfood.com website on a desktop browser. The top navigation includes a search bar, filters for location, dietary needs, and distance, and links for 'Learn More' and 'Sign In'. The main content area features a 'Quick Picks' section with meal offers for 'Chicken Alfredo w/ Side Salad & Fresh Bread' at '\$79' from 'Restaurant A', 'Restaurant B', and 'Restaurant C'. Below this is a 'Restaurants & Caterers' section. On the right side, there is a sidebar with a '10 Tips for Feeding Your Event' blog post, images of food and restaurants, and social media links.



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220 Peachtree St, Atlanta

Learn More Sign In

Search Restaurants

Dietary Needs

Style of Food

Distance (miles)

Update

Invite Collaborator

Filters

Search Restaurants

220 Peachtree St, Atlanta

Learn More

Sign In

Update

Invite Collaborator

Quick Picks

In a hurry? Check out our price-inclusive menus.

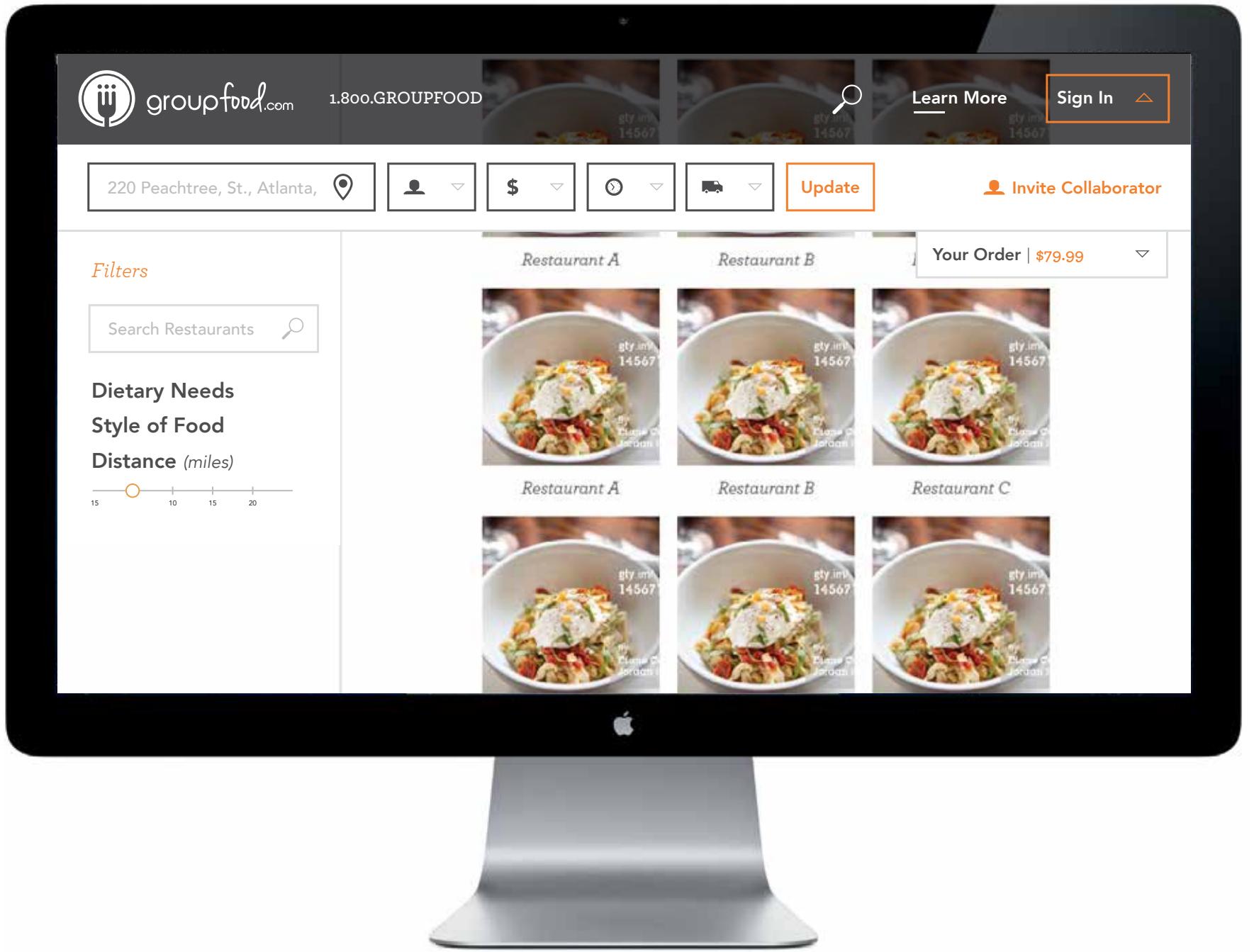
Your Order | \$79.99

Restaurant A Restaurant B Restaurant C

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Distance (miles)

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Your Order | \$79.99

Quick Picks

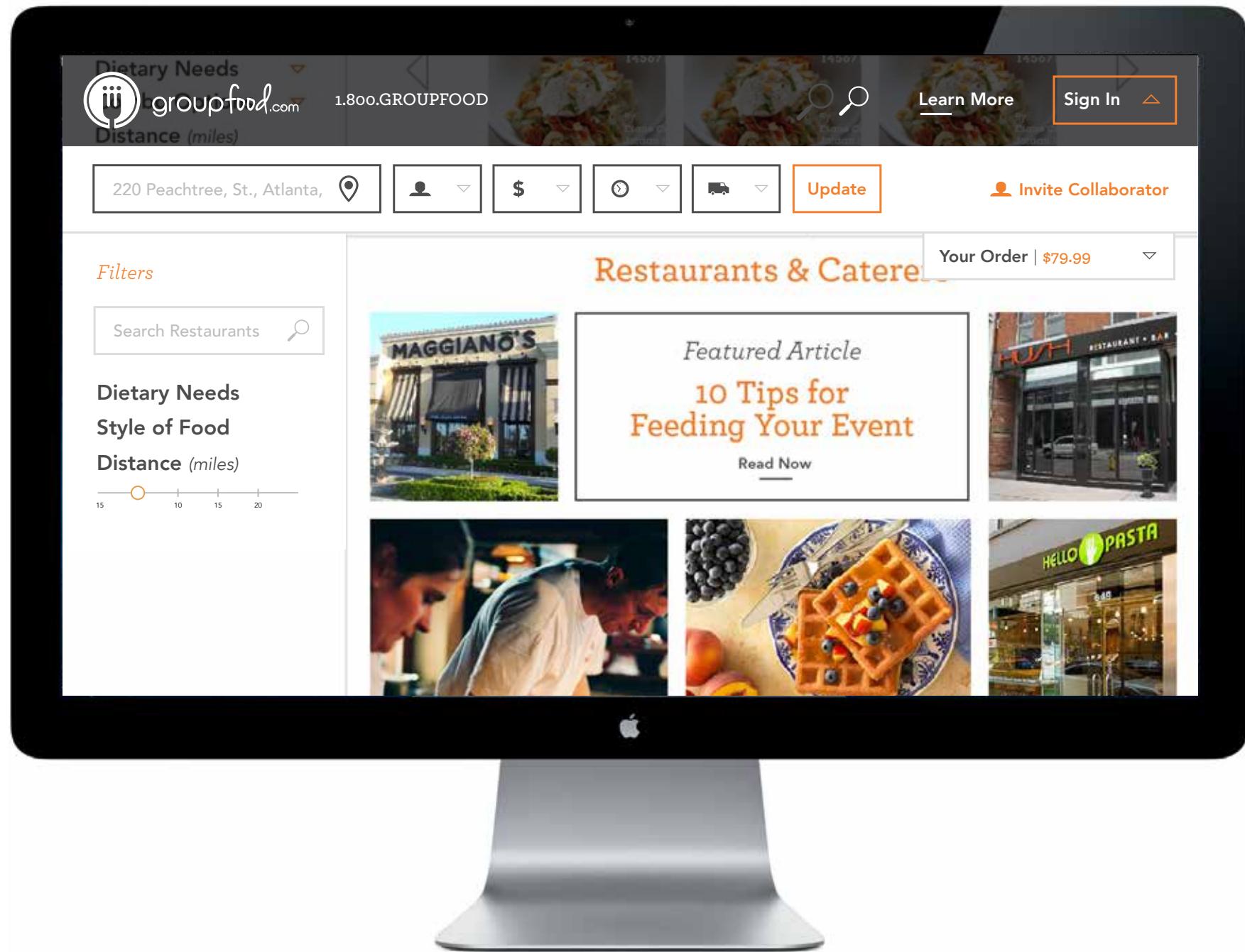
In a hurry? Check out our price-inclusive menu.

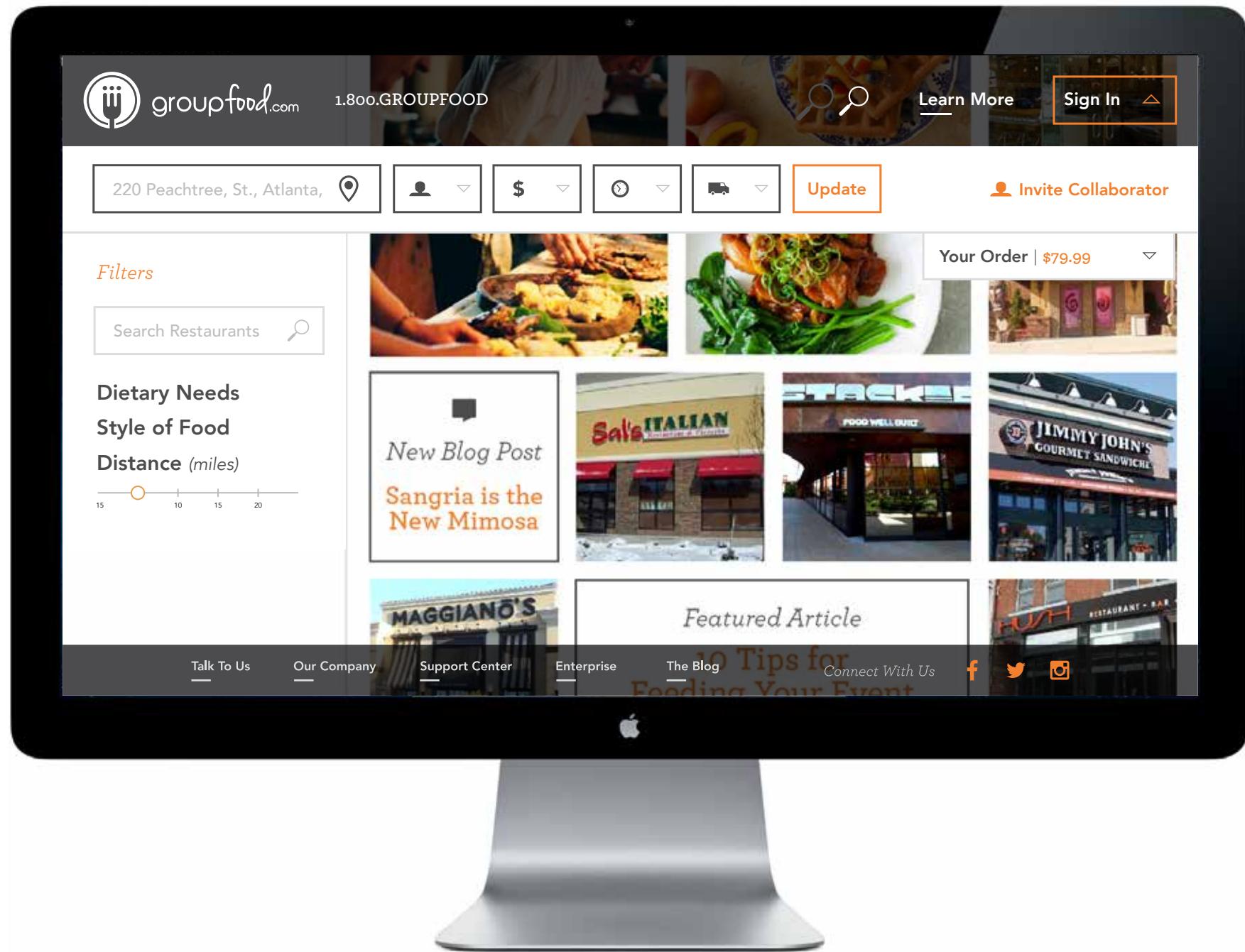
Restaurant A Restaurant B Restaurant C

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Style of Food
Dietary Needs
Combo Options
Distance (miles)

Filters

Quick Picks

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Your Order | \$79.99

Restaurant A Restaurant B Restaurant C

See more quick picks | See all catering options in this area

Restaurants & Caterers

Featured Article
10 Tips for Feeding Your Event

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Sals ITALIAN

JIMMY JOHN'S GOURMET SANDWICHES

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Sangria is the New Mimosa

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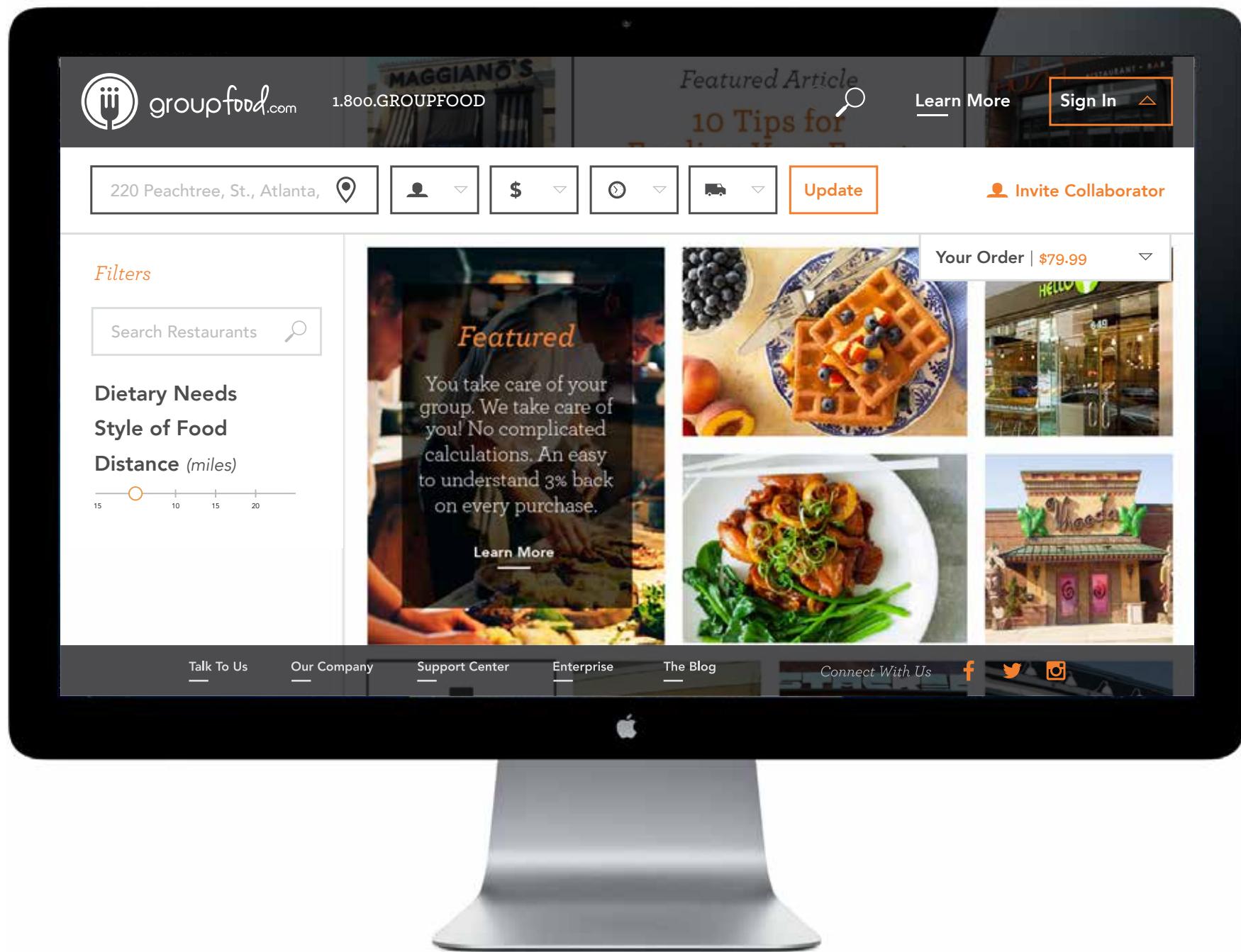
Sals ITALIAN

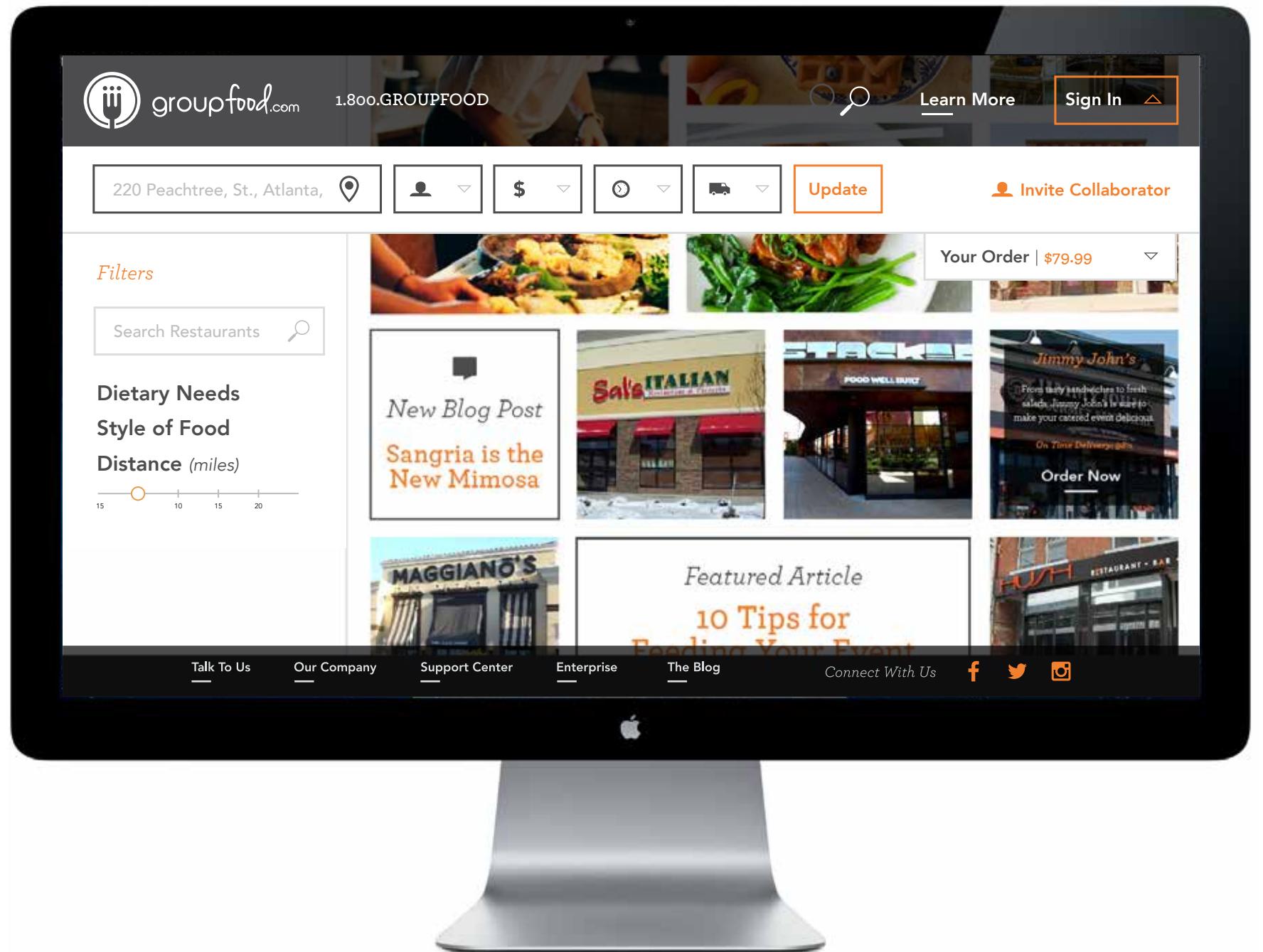
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STACKERS

Jimmy John's

Order Now

On Time Delivery

HUSH RESTAURANT + BAR

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Restaurant B

Restaurant C

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Restaurants & Caterers

Featured Article

10 Tips for Feeding Your Event

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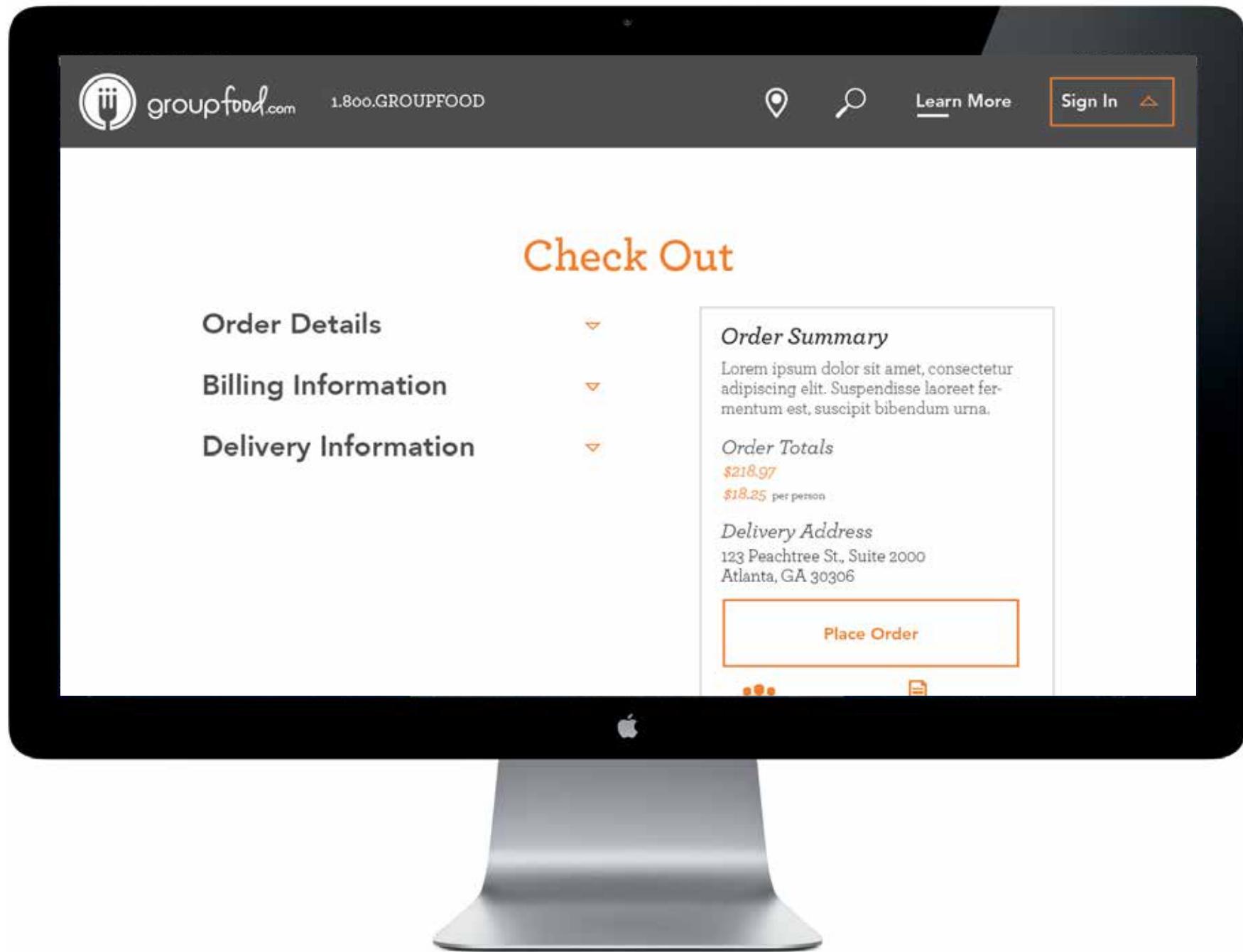
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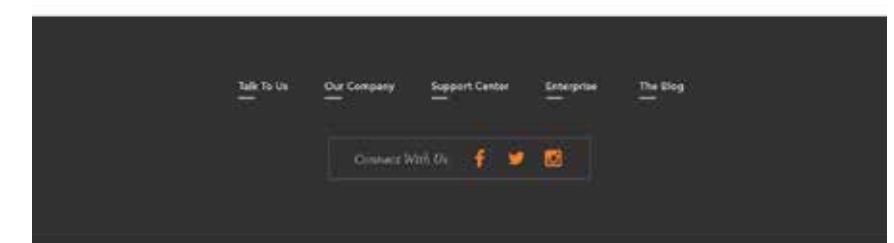
Facebook Twitter Instagram

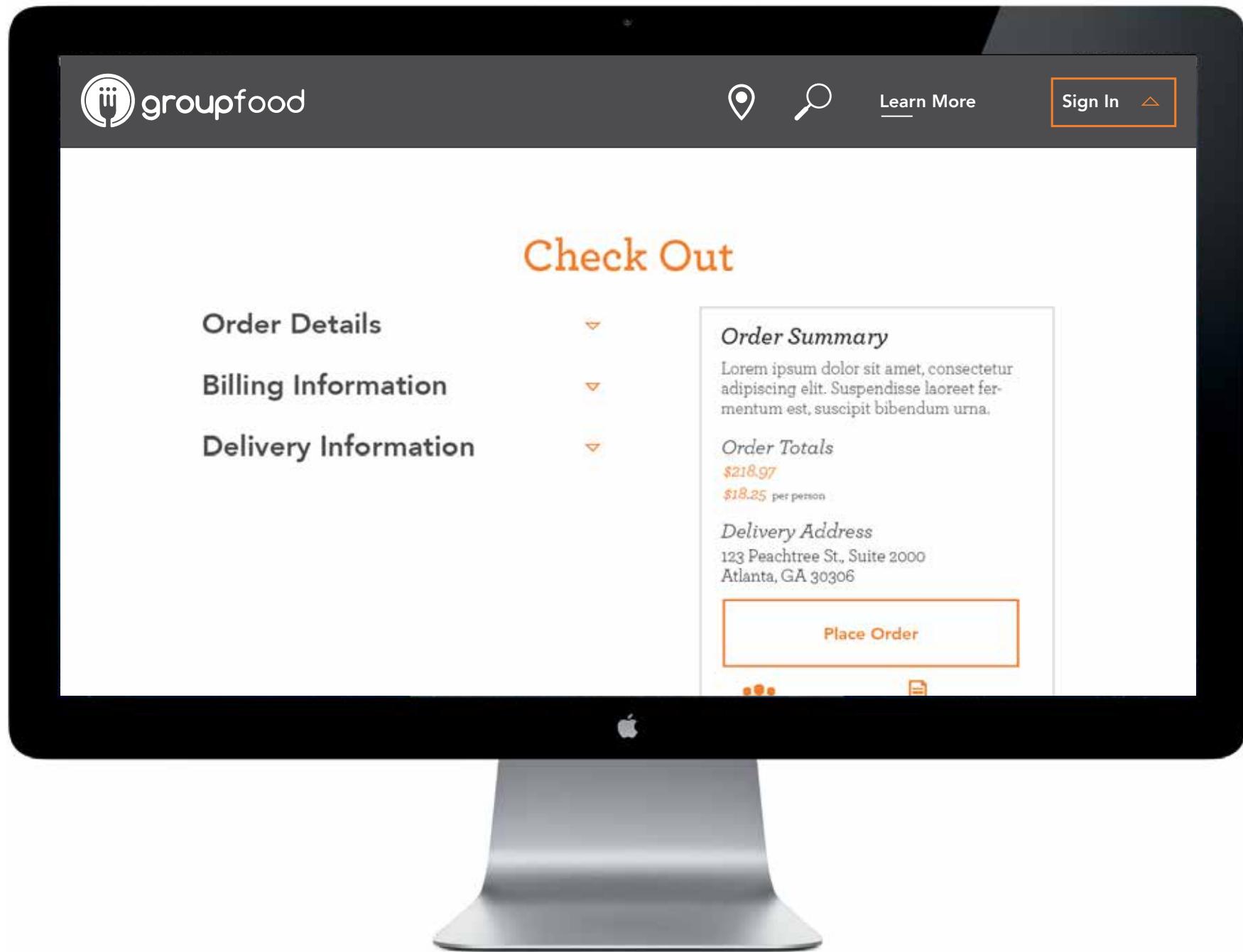
Check Out



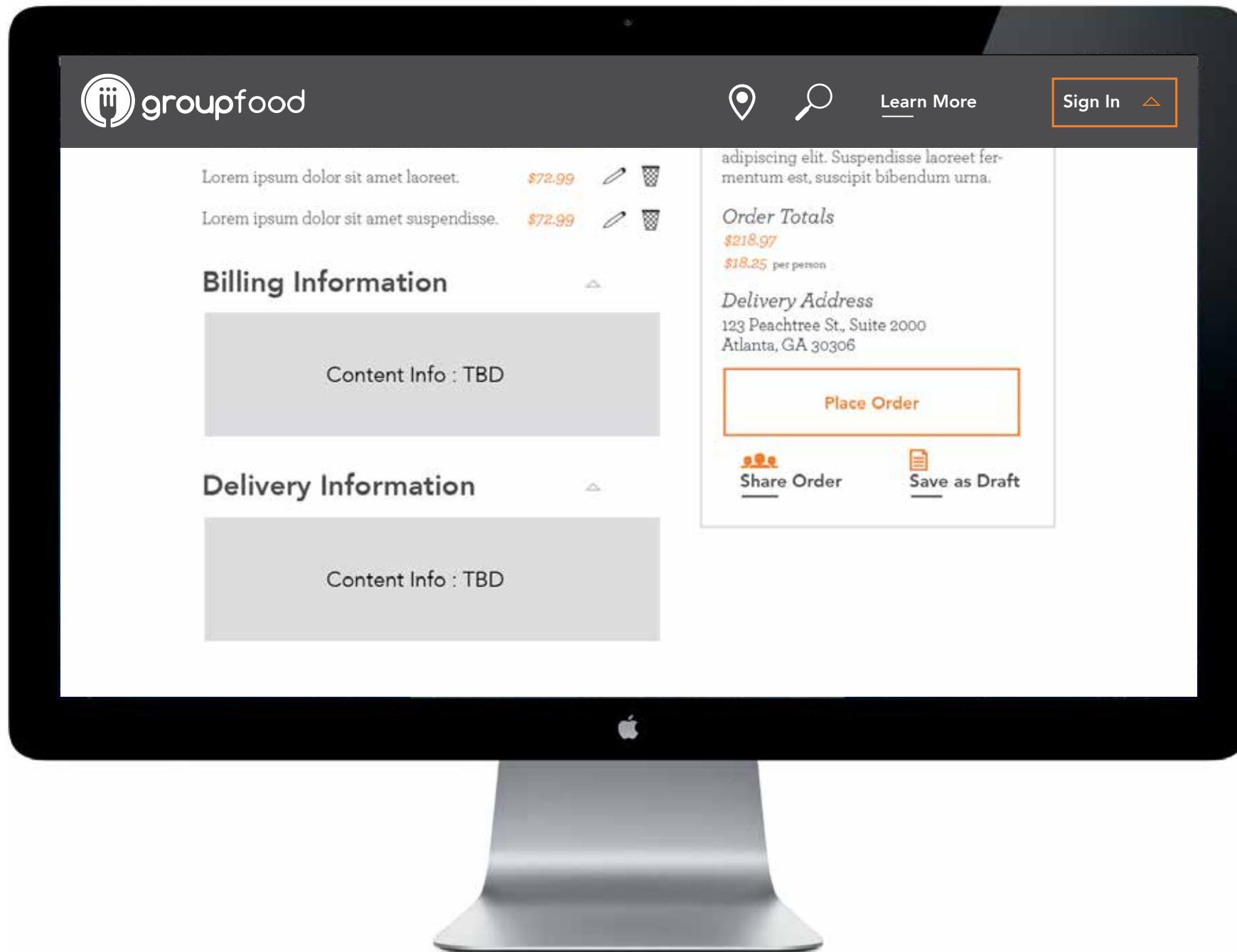


This screenshot shows the same checkout interface as the desktop version but adapted for a smaller screen. The "Check Out" button is at the top. Below it are the "Order Details", "Billing Information", and "Delivery Information" sections. To the right, there is a sidebar titled "Order Summary" with placeholder text about a lorem ipsum order. The "Order Totals" section shows a total of \$218.97 for 12 people. The "Delivery Address" section shows the address 123 Peachtree St, Suite 2000, Atlanta, GA 30306. At the bottom right of the sidebar is an orange "Place Order" button, and below it are links for "Edit Order" and "Save as Draft".





This screenshot shows the GroupFood website's checkout page. At the top, the GroupFood logo and the URL "groupfood.com" are visible, along with a search icon, a "Learn More" link, and a "Sign In" button. The main title "Check Out" is centered at the top in orange. Below it, there are three sections: "Order Details", "Billing Information", and "Delivery Information", each with a dropdown arrow icon. To the right is a "Order Summary" box containing placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse laoreet fermentum est, suscipit bibendum urna." It also displays "Order Totals" (\$218.97 total, \$18.25 per person), the "Delivery Address" (123 Peachtree St., Suite 2000, Atlanta, GA 30306), and a large orange "Place Order" button. At the bottom of the page is a dark footer bar with links for "Talk To Us", "Our Company", "Support Center", "Enterprise", and "The Blog". Below this, a "Connect With Us" section features icons for Facebook, Twitter, and LinkedIn.



The 'Check Out' page of the GroupFood website. It displays 'Order Details' with placeholder text. The 'Order Summary' section also contains placeholder text. The 'Order Totals' section shows a total of \$218.97 for 12 people. The 'Billing Information' and 'Delivery Information' sections both have 'Content Info : TBD' placeholders. A large 'Place Order' button is centered in the 'Delivery Information' section. The footer includes links for 'Talk To Us', 'Our Company', 'Support Center', 'Enterprise', and 'The Blog', along with social media sharing options.

Blog

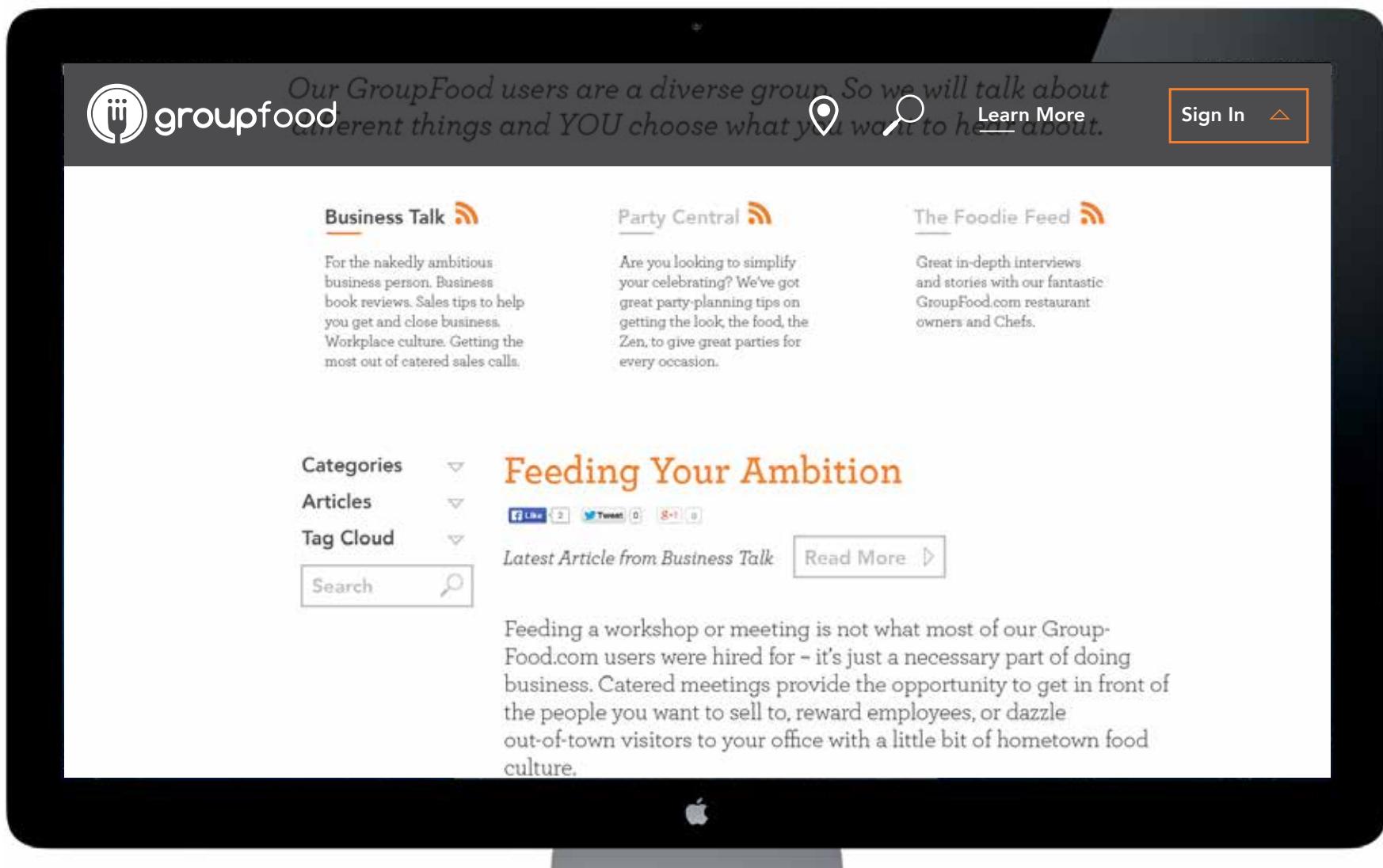




A screenshot of the GroupFood website's 'groupFood For Thought' section. The header includes the GroupFood logo, a search icon, and navigation links for 'Learn More' and 'Sign In'. The main heading is 'groupFood For Thought' with the subtext: 'Our GroupFood users are a diverse group. So we will talk about different things and YOU choose what you want to hear about.' Below this are three columns: 'Business Talk' (describing tips for business professionals), 'Party Central' (describing party planning tips), and 'The Foodie Feed' (describing interviews with restaurant owners and chefs). At the bottom, there are links for 'Talk To Us', 'Our Company', 'Support Center', 'Enterprise', and 'The Blog', along with social media icons for Facebook, Twitter, and LinkedIn.

groupFood For Thought

Our GroupFood users are a diverse group. So we will talk about different things and YOU choose what you want to hear about.



groupFood

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Business Talk 

For the nakedly ambitious business person. Business book reviews. Sales tips to help you get and close business. Workplace culture. Getting the most out of catered sales calls.

Party Central 

Are you looking to simplify your celebrating? We've got great party-planning tips on getting the look, the food, the Zen, to give great parties for every occasion.

The Foodie Feed 

Great in-depth interviews and stories with our fantastic GroupFood.com restaurant owners and Chefs.

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Feeding Your Ambition

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Feeding a workshop or meeting is not what most of our GroupFood.com users were hired for - it's just a necessary part of doing business. Catered meetings provide the opportunity to get in front of the people you want to sell to, reward employees, or dazzle out-of-town visitors to your office with a little bit of hometown food culture.

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Whatever your reasons for feeding a group, we know you are more than just the caterer. Business Talk is a conversation about what's trending in business, sales, workplace culture, and how to leverage your catered meetings for maximum benefit. Business Talk is about feeding your ambition to do better, get better, learn more, be more.

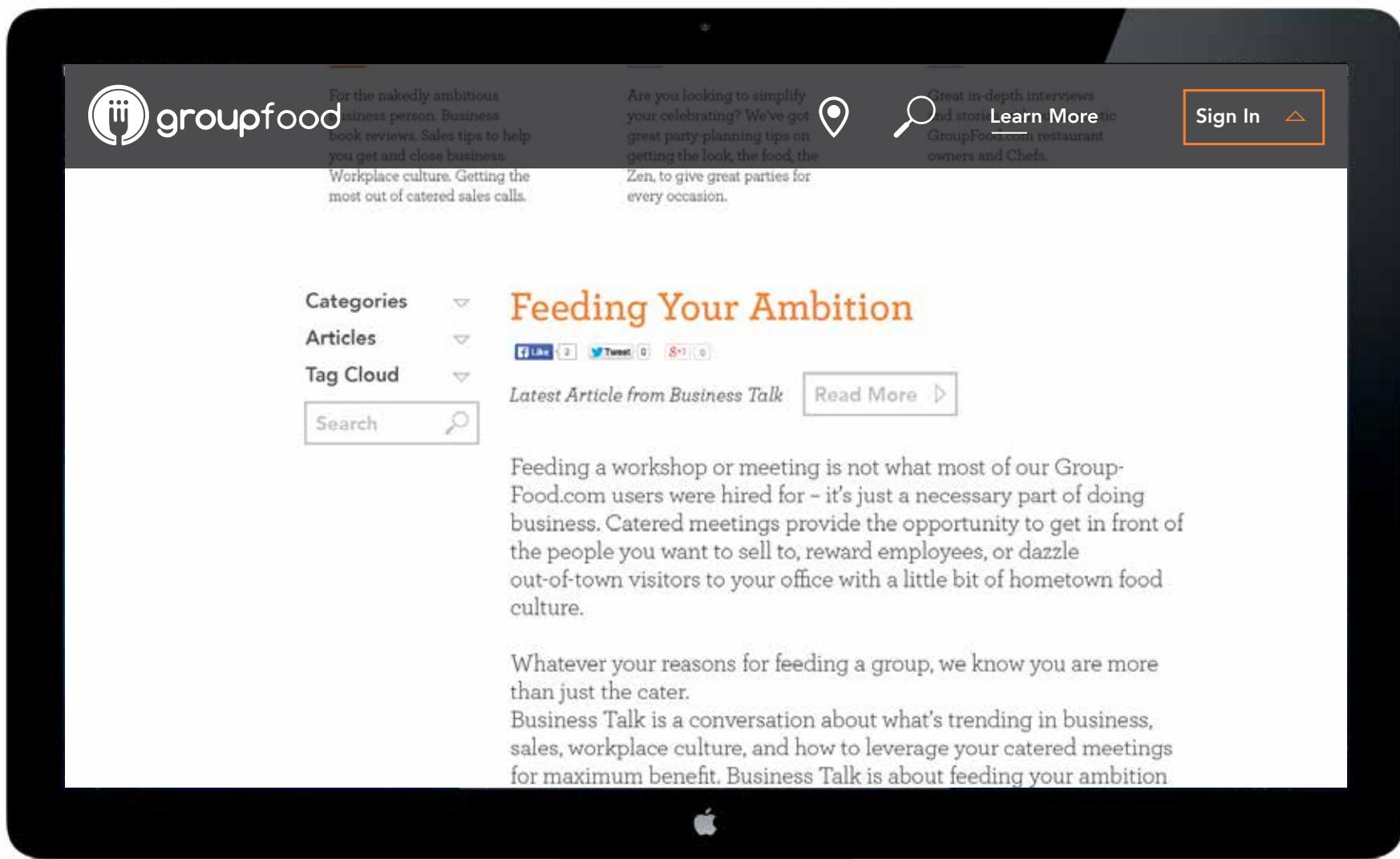
Welcome to the conversation.

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Our GroupFood users are a diverse group. So we will talk about different things and YOU choose what you want to hear about.



The website features a dark header with the groupFood logo. Below the header, there are two columns of text and a search bar. The left column discusses business culture and sales calls. The right column discusses party planning and Zen. A 'Sign In' button is located in the top right corner of the main content area. The main content area has a title 'Feeding Your Ambition' and a sub-section 'Latest Article from Business Talk'. The article content is identical to the right panel's introduction. A sidebar on the left includes 'Categories', 'Articles', and 'Tag Cloud' dropdown menus, and a 'Search' bar.

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Great in-depth interviews and stories. Learn More

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Enjoying Our Own Parties

Latest Article from Party Central [Read More](#)

Oh how I LOVE to feed our family and friends. I like setting the tables, cooking the food, lighting the candles. If someone asks me if they can help, I hand them a knife or set them up on a stool to keep me company while I finish cooking.

But as our tribe has grown and my workload has increased, I am sim-

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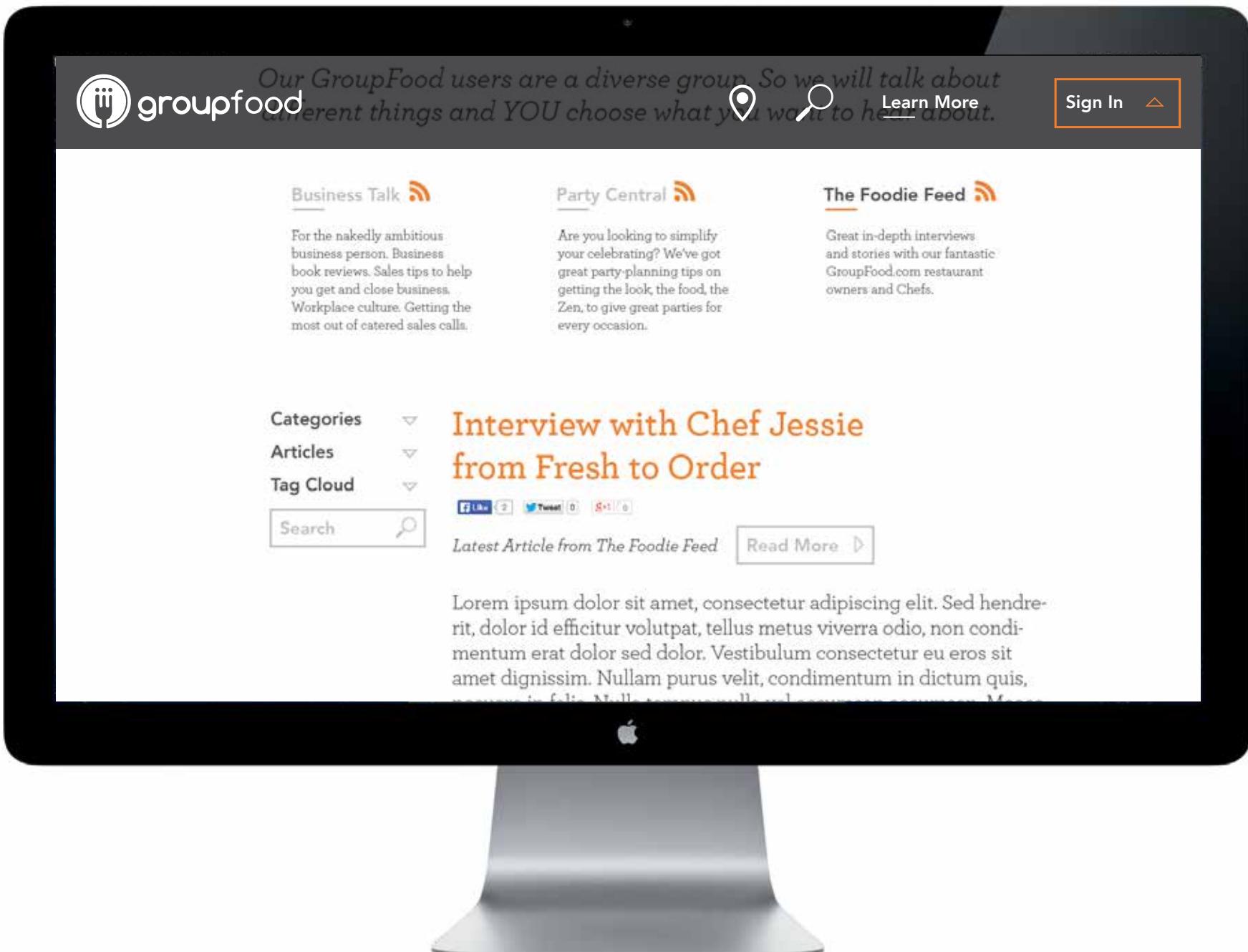
groupFood For Thought

Our GroupFood users are a diverse group. So we will talk about different things and YOU choose what you want to hear about.

A screenshot of the GroupFood.com mobile website. It shows a section titled 'Feeding Your Ambition' with a sub-section 'Business Talk'. The page includes a search bar, social sharing buttons, and a sidebar with links to 'Business Talk', 'Party Central', and 'The Foodie Food'.

A screenshot of the GroupFood.com desktop website. It features a main article titled 'Enjoying Our Own Parties' with a preview of text and social sharing options. Below it is another article snippet from 'Party Central'. The sidebar includes 'Categories', 'Articles', 'Tag Cloud', and a 'Search' bar.

The footer of the GroupFood.com website contains links for 'Talk To Us', 'Our Company', 'Support Center', 'Enterprise', and 'The Blog'. It also includes a 'Connect With Us' section with social media icons for Facebook, Twitter, and LinkedIn.



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Party Central [RSS](#)
Are you looking to simplify your celebrating? We've got great party-planning tips on getting the look, the food, the Zen, to give great parties for every occasion.

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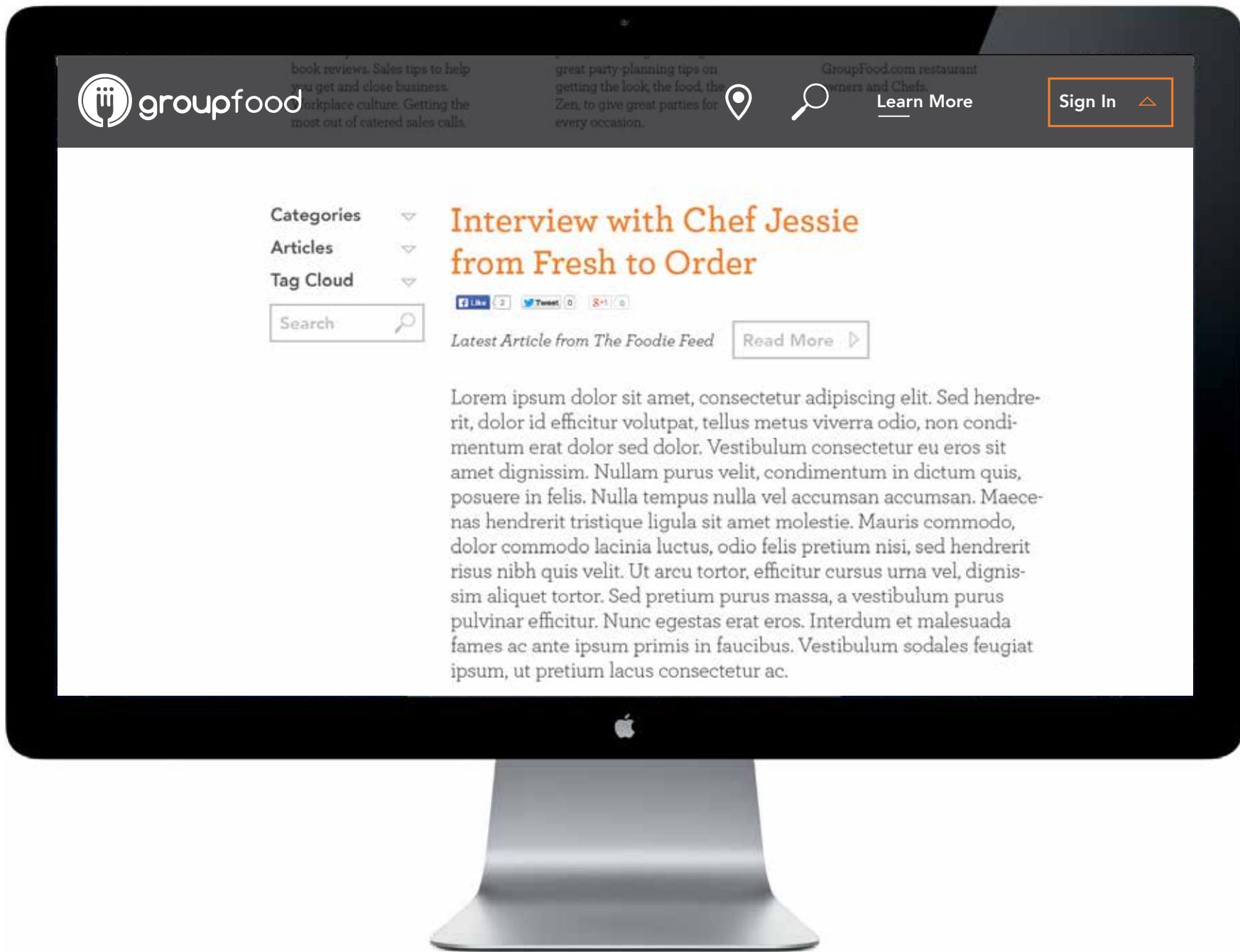
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Interview with Chef Jessie from Fresh to Order
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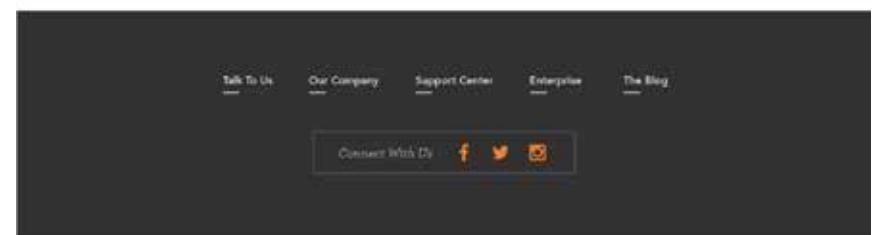
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Thanks.